TECHNOLOGY DEPT.

CEMBER 27, 1954

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24TH year

E NEWSWEEKLY RADIO AND TV

Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

128,095 radio sets sold last year; only 48,334 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

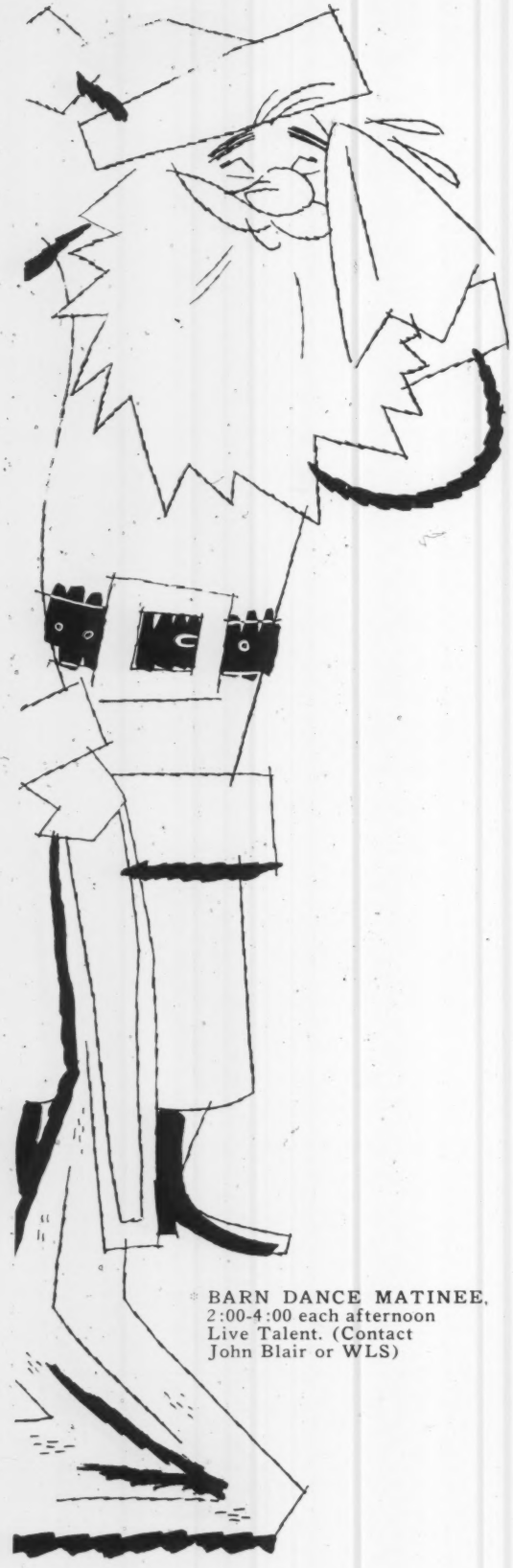
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H. and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



'Twas the DAY *AFTER* Christmas

'Twas the day after Christmas and Santa's worn out
From writing and sending his greetings throughout.

He made known his offer in a one week test *
To send Christmas cards to those who request.

In came the letters by bushel and bale,
Twenty thousand pieces of all kinds of mail.

Over *five thousand* requests he received in *one day*
Santa's so happy, he has this to say:

"To reach the people with *coverage complete*
Buy WLS; it just can't be beat!"

* BARN DANCE MATINEE, 2:00-4:00 each afternoon Live Talent. (Contact John Blair or WLS)

WLS
The PRAIRIE FARMER STATION

CHICAGO 7
890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.

kgul TV

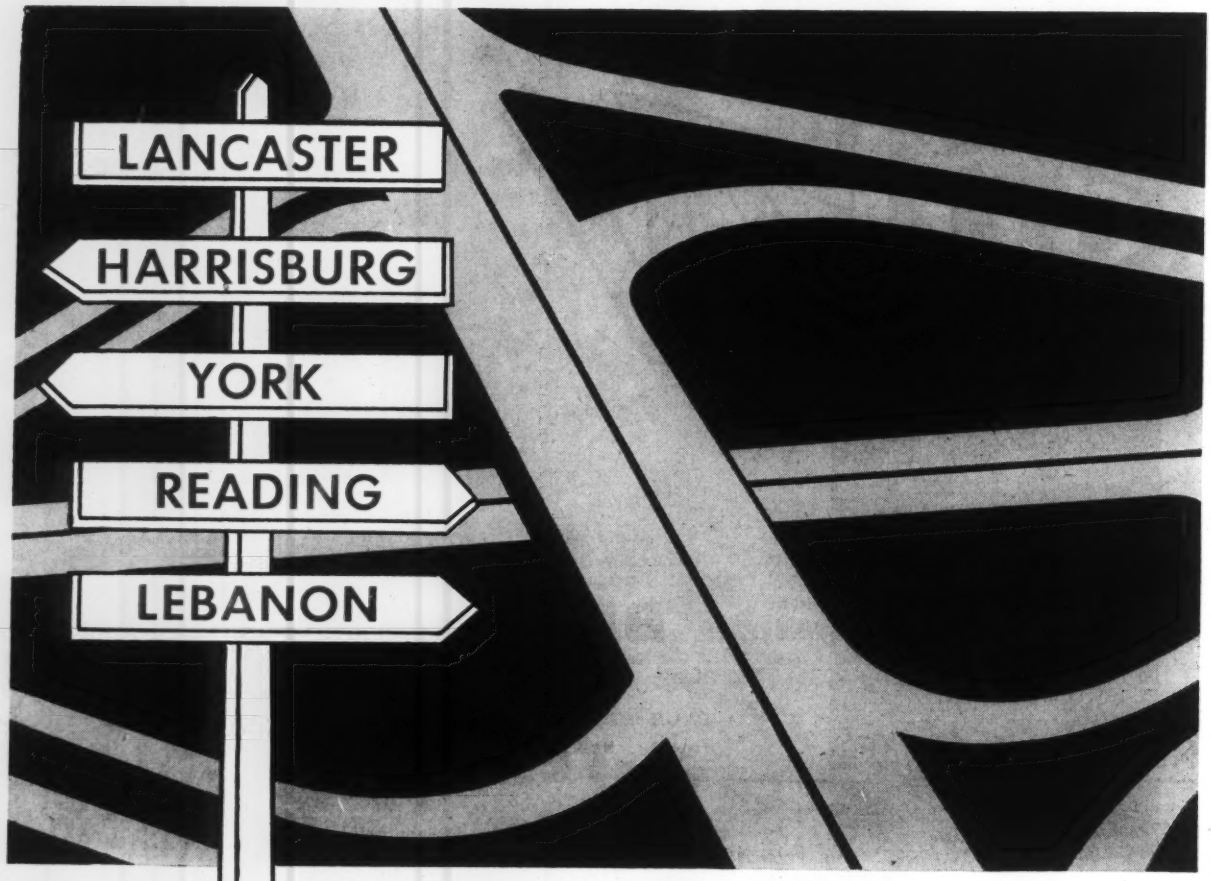
CHANNEL ELEVEN

BEST BUY
IN
TEXAS

CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



all roads lead to super sales

The Channel 8 Mighty Market Place

York	Reading
Harrisburg	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Bloomsburg
Frederick	Lewisburg
Westminster	Lewistown
Carlisle	Lock Haven
Sunbury	Hagerstown
Martinsburg	

STEINMAN STATION

Clair R. McCollough, Pres.

WGAL-TV

LANCASTER, PA.

Superpowered WGAL-TV covers miles upon miles of prosperous territory—many prosperous cities, many well-to-do-towns. This is a rich area where three million people have an effective buying income of $5 billion, *spend* $3 billion in retail sales each year. Here everyone turns to Channel 8 for good entertainment and for your sales message. Sell your product on WGAL-TV, the one station that reaches this vast market.

316,000 Watts **MEEKER TV, Inc.**

closed circuit

TV TO GO UPSTAIRS? • Bombshell may explode any time on demands of military for new vhf spectrum space deemed essential in atomic era communications. Proposal could well be that low-band vhf tv (in area chs. 2 to 6) be expropriated with tv services to move up spectrum into uhf. Counter proposal—probably from FCC—may be for reappraisal and review of entire spectrum both militarily and for private use. Comr. Robert T. Bartley several months ago had advocated that tv, whatever its ultimate place in spectrum, be assigned to single contiguous band and not be spread through spectrum.

B•T

WHETHER CBS will continue its colorcasting schedule when first year cycle is completed in April will be determined within next few weeks. Lack of "circulation" of color sets, plus desultory interest at this stage of most advertisers, may bring curtailment or suspension of schedule after all network advertisers have had their turn in one-year color sequence.

B•T

MAGNUSON'S PLANS • Friends of Sen. Magnuson (D-Wash.), who becomes chairman of Interstate and Foreign Commerce Committee next session, say he intends to retain full jurisdiction over all communications legislation. Overlap implicit in proposal of incoming Chairman Kilgore (D-W. Va.) of Judiciary Committee to investigate purported monopoly in communications, manufacturing and networking, will be resolved in Washington senator's judgment before committees get underway. Sen. Magnuson is represented as feeling that his committee should review communications legislation with view toward establishing "ground rules" for next quarter century.

B•T

WHO WILL head Senate Interstate Commerce Subcommittee on Communications under Democratic control at next session? Appointment will be made by incoming Chairman Magnuson, and conceivably he could name himself chairman although this is regarded unlikely. Second ranking Democrat is Lyndon B. Johnson (Tex.), but he'll be majority leader and probably won't assume any chairmanships. Next in seniority are: John O. Pastore (R. I.); A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.). Best guess: Pastore.

B•T

NOW IT CAN BE TOLD • Westinghouse-DuMont deal for WDTV (TV) Pittsburgh for $9,750,000, signed Dec. 3, was off as of preceding evening. Higher bid, reportedly $10 million, had been made by publishing company now in broadcasting, but Allen B. DuMont decided next morning to proceed with original transaction since both Westinghouse and DuMont boards had approved original deal.

IN HIS QUEST for firsthand information on subscription tv, FCC Comr. Robert E. Lee spent last Thursday in New York. Skiatron, one of top three pay-see promoters and which previously had petitioned FCC for early consideration, was main object of his inspection. He previously had seen Zenith's Phonevision in Chicago. He also talked with others, including Sidney Alexander, CBS executive staff economist who has been assigned to overall study of pay-as-you-go tv.

B•T

RATE FIXING • Observers on Washington scene are convinced that Senate Commerce Committee counsel Robert F. Jones is shooting for introduction of "common carrier concept" in broadcasting which would mean fixing of rates for networks and presumably stations too. Mr. Jones, who knows FCC inside by virtue of having served as Commissioner (1947-1952), has Commission in dither over his request for economic data on individual stations and networks, including network affiliation contracts and rates. FCC's current view is that financial statements and contracts are furnished on confidential basis and therefore can't be made "public." (See story page 65.)

B•T

COLOR SET production for first quarter of 1955 may not exceed 10,000 units according to one of top industry manufacturing sources. Most manufacturers appear to be taking dim view of sales prospects for color receivers (they complain about limited colorcast schedules, plus lack of standardization on color tubes).

B•T

COSTLY QUESTIONNAIRE • If all 363 tv permittees and licensees as of Oct. 1 send their FCC request for coverage maps (see story page 65) to their consulting engineers—and most of them seem to be doing that—it's going to cost station owners $250,000 in aggregate. This is based on going rate of $1,000 per station for 108 pre-freeze stations and $500 per station for post-freeze stations. Although these sums do not add up to the quarter-million dollars, some stations will pay above these figures.

B•T

EVERYTHING in color costs money. Production of first 21-in. rectangular picture tube shell for CBS by Corning Glass, which involved basic research and laboratory testing, ran figure for first tube to $350,000.

B•T

SPREADING CANDELABRA • Liberace, current sensation in tv film syndication, may be sold nationally to single sponsor through Guild Films Inc. Million-dollar-plus transaction, it's understood, would cover 39 new half-hour programs, plus 13 re-runs, for 52-week contract and would be placed in more than 100 markets.

B•T

RASH of press agentry seeking free tv publicity for Hollywood movies and stars has been breaking out in recent weeks. Stations all over nation have been receiving everything from outright requests for movie plugs to script service for Hollywood-type gossip shows. Most have been rejecting plugs on grounds television would be idiotic to give free promotion to competitor in entertainment business.

B•T

MEMBERSHIP REPORT • On heels of announcement by Westinghouse that it is aligning all of its stations in NARTB, comes another Christmas membership tiding from *Washington Post* tv stations, WTOP-TV Washington and WMBR-TV Jacksonville. John S. Hayes, president of newspaper's broadcast operations, plans to have stations join trade association first of year.

B•T

WATCH for concerted effort on part of new FCC Chief Hearing Examiner James Cunningham to expedite hearings, bring uniformity to rulings among examiners and bring greater dignity to proceedings which suffered during rush to clear tv backlog. He foresees cooperation of counsel and parties.

B•T

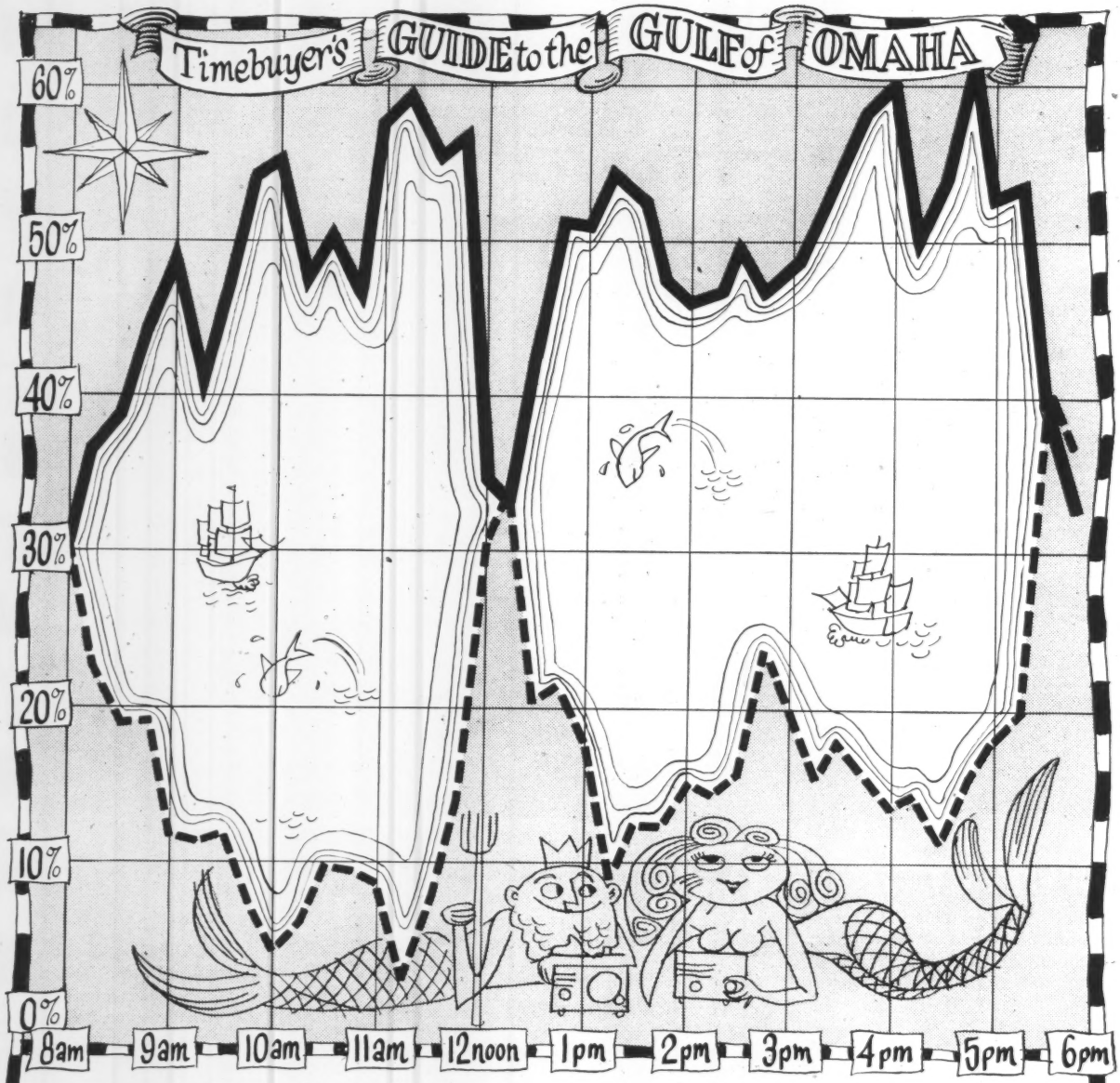
HEARING PROBABLE • All signs point to hearing on proposed acquisition by CBS of WSTV-TV Steubenville (ch. 9) in light of protests and question raised over "area" rather than single market coverage.

B•T

NEXT to join trend toward consolidation of station facilities at suburban transmitter site may be WWDC-AM-FM Washington. Station studying plans for headquarters operation at 29-acre Silver Spring plant, with sales office downtown. WTOP-AM-FM-TV Washington was first in D. C. to move out of crowded downtown. Should bulk of WWDC station's offices and studios be moved to suburban site, it's believed MBS headquarters would remain at station's present office, 1627 K St.

B•T

CRAIG TO WEINTRAUB • Walter Craig, advertising manager of Pharmaceuticals Inc., New York, and formerly vice president in charge of radio and television for Benton & Bowles, New York, expected to join William H. Weintraub agency, New York, early next year, as vice president in charge of radio and television.



This map shows the tremendous gulf which separates Omaha's two leading radio stations audience-wise.

Legend: Solid line—KOWH share of audience. Broken line—second station's share.*

No legend: KOWH quarter-hour averages run as high as 61.5%, no lower than 30.5%. KOWH leads in 36 of 40 daytime quarters. More sets were tuned to KOWH than to the other stations combined in 18 periods. Latest Hooper (Oct.-Nov.): KOWH, 45.5%, second station 20.5%.

This man-made gulf is created by the Mid-Continent formula: engaging personalities, spinning top tunes, talking good sense, handling the news to Omaha's taste. For a *tour de force*, see your travel agent—the H-R man, or talk to KOWH General Manager Virgil Sharpe.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City — Represented by John Blair & Co.
WTIX, New Orleans — Represented by Adam J. Young, Jr.
KOWH, Omaha — Represented by H-R Reps, Inc.

KOWH
OMAHA

* Data from latest available Hooper "Quarter Hour Averages," 8 a.m. to 6 p.m., Monday through Saturday.

at deadline

FCC PROBES DAMAGE TO KPIX (TV)

FCC on own motion Friday ordered inquiry into damage of technical facilities at Westinghouse's KPIX (TV) San Francisco, found after walkout of National Assn. of Broadcast Employes & Technicians (CIO) employes Dec. 14 [B•T, Dec. 20].

Commission said it wants to find out who did damage (which put KPIX off air) and whether FCC rules or criminal provisions of Communications Act were violated. Philip G. Lasky, general manager of station, reported earlier it will take several weeks to learn extent of damage. Supervisory personnel got KPIX back on air within 13 hours.

FCC order read in part:

The Commission, having received information concerning damage to the equipment and installation of television station KPIX San Francisco . . . which disabled the station to such an extent that it was unable to broadcast between 6.45 a.m. and 7 p.m. on Dec. 14, and it appearing that the damage . . . may have been willful and may have been committed by a person or persons licensed as radio operators by this Commission, and would in that event be in violation of Sec. 13.65 of the Rules and Regulations of this Commission and present grounds for suspension of the operator licenses of such person or persons pursuant to Sec. 303(m)(1)(C) of the Communications Act of 1934, as amended, or for prosecution criminally under Sec. 502 of the Communications Act . . .; it is ordered, that, pursuant to the provisions of Sec. 403 of the Communications Act . . . an inquiry is hereby instituted to ascertain whether any of the rules and regulations of this Commission or any of the provisions of the Communications Act . . . have been violated in connection with the tampering with and damage to the equipment and installation of station KPIX San Francisco . . . and if so, to ascertain by whom the violations were committed and what action should be taken in connection with these matters by this Commission.

Meanwhile, George Heller, national executive secretary of American Federation of Television & Radio Artists, told B•T AFTRA members in San Francisco had been granted permission to respect NABET's picket lines.

Liberty Group Negotiating To Buy WEMP Milwaukee

NEGOTIATIONS are underway for purchase of WEMP Milwaukee by group of four principals headed by Barton R. McLendon and Gordon McLendon, executives in defunct Liberty Broadcasting System. Estimated purchase price was $200,000, though deal had not been finally consummated late Thursday. Gordon McLendon is majority stockholder in KLIF Dallas and KELP-AM-TV El Paso, Tex. Other principals, it was understood, are James Foster, another former LBS executive, and William Weaver, general manager of KLIF. Blackburn-Hamilton Co., station brokers, reportedly handling deal.

B. R. McLendon, president of Trinity Broadcasting Co., holds 50% stock in KELP-TV and Gordon McLendon, his son, 49%, as president and vice president, respectively. Trinity also is grantee of KTLG (TV) in Corpus Christi, Tex.

Four Nominees on Ballot For NARTB Board Vacancy

FOUR nominees' names are carried on NARTB ballot mailed to member stations in District 16 (Ariz., S. Cal., Nev.). Election being held to fill board vacancy created by resignation of Albert D. Johnson, formerly of KOY Phoenix and now at KENS-AM-TV San Antonio. Term expires in 1956.

Nominees are William J. Beaton, KWKW Pasadena, Calif.; Richard O. Lewis, KTAR Phoenix; Calvin J. Smith, KFAC Los Angeles, and George Whitney, KFMB San Diego. Mr. Smith is former NARTB board member. Ballots are returnable to C. E. Arney Jr., NARTB secretary-treasurer, Jan. 3.

WJOL-TV Permit Returned

PERMIT of ch. 48 WJOL-TV Joliet, Ill., returned to FCC Thursday. Sister am and fm outlets sold earlier this month, pending FCC approval, to Joseph F. Novy, chief engineer, WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, for $112,500 [B•T, Dec. 20].

WTRF-TV, WTVD (TV) Win In Merchandising Contest

WTRF-TV Wheeling, W. Va., and WTVD (TV) Durham, N. C., won first and second prizes in promotion-merchandising contest run for *Norman Sper and His Football Forecasts*, sponsored by duPont's Zerone and Zerex through BBDO. First prize winner won two tickets to Rose Bowl game and week's stay in Hollywood while second prize was two tickets to Orange Bowl game and week in Miami.

Ten stations received MacGreggor antifreeze jackets for honorable mentions: WICU (TV) Erie; WDAY-TV Fargo; WMAZ-TV Macon, Ga.; KSL-TV Salt Lake City; WNEM (TV) Bay City, Mich.; WBNS-TV Columbus, Ohio; KARK-TV Little Rock; KOLN-TV Lincoln, Neb.; KNOE-TV Monroe, La., and WVEC (TV) Hampton, Va.

WTMV-TV Raises Palsey Fund

PLEDGES totaling over $75,000 received from Dec. 17-19 telethon held on WTMV-TV St. Louis, ch. 54 outlet, with cerebral palsey fund as beneficiary, John D. Scheuer Jr., WTMV-TV executive vice president and general manager, said Thursday. Pledges were still coming in, he added. Ted Mack headed talent array that included artists from St. Louis area stations with 4,300 volunteer workers handling detailed assignments.

RECORD TV HOOKUP

NATIONAL Football League championship play-off game yesterday was scheduled to be carried on 187 affiliates of DuMont Television Network. Game, between Cleveland Browns and Detroit Lions, originated at Municipal Stadium, Cleveland. Co-sponsors were Miller Brewing Co., Milwaukee, and Buick Motor Div. of General Motors Corp., and Atlantic Refining Co. Figures from A. C. Nielsen National Television Index showed 187 station lineup was largest single network ever put together to carry single show.

• BUSINESS BRIEFLY

REVLON CHANGE • Revlon Products sponsoring *What Goes On* on ABC-TV will replace with *Pantomine Quiz* effective Sun., Jan. 2. In addition, advertiser will sponsor half of *Danger* on CBS-TV, Tues., 10-10:30 p.m. (EST) effective Feb. 8. Revlon Products handled by two agencies, William Weintraub and Sullivan, Stauffer, Colwell & Bayles, N. Y.

PHILCO RENEWS CLUB • Philco Corp. renews Monday, Wednesday and Friday sponsorship of 9:45-10 a.m. segments of *Breakfast Club* for 52 weeks on ABC Radio, effective Dec. 27. Agency: Hutchins Adv., Philadelphia.

LONE STAR TO R&R • Lone Star Gas Co., Dallas, appoints Ruthrauff & Ryan, Chicago, to handle its advertising effective Jan. 1. Use of radio-tv undecided but firm allocated $36,000 to tv and $12,000 to radio past year.

Horace Lohnes, Noted Lawyer, Is Victim of Heart Seizure

HORACE L. LOHNES, 57, senior active partner in Dow, Lohnes & Albertson, Washington law firm, died suddenly Thursday night of heart seizure. There had been no indication of heart difficulty.

MR. LOHNES

One of broadcasting's best-known figures, Mr. Lohnes began communications practice in mid-twenties in geophysical field for petroleum interests.

Born in Donnellsville, Ohio, near Dayton in 1897, he was a law graduate of George Washington U., Washington. He had resided for many years at Twin Oaks, Vienna, Va., where Federal Communications Bar Assn. held its annual outings.

He is survived by his widow, Thelma; daughter, Bobby Lee; his parents who reside in Dayton, and his brother, George, Washington consulting engineer.

Mr. Lohnes had not complained of illness. He was stricken at his desk about 6 p.m. Thursday and promptly was removed to Doctors Hospital, apologizing enroute to his doctor for inconveniencing him during the holiday week. He died at 9 p.m.

Funeral arrangements had not been made at press time.

'Godfrey Time' Sold Out

LEWIS-HOWE Co., St. Louis (Tums), to sponsor first quarter-hour of 90-minute *Arthur Godfrey Time* on CBS Radio, on alternating schedule, beginning tomorrow (Tues.). *Godfrey Time* is now sold out. Lewis-Howe sponsorship is for 10-10:15 a.m. on alternate Tuesdays, starting tomorrow; alternate Wednesdays, beginning Jan. 5, and every fourth Friday, effective Jan. 7. Agency for Lewis-Howe, Ruthrauff & Ryan, St. Louis.

sum total!

(a refresher course in profitable arithmetic for the timebuying profession . . .)

add up-

PRODUCTIVITY
in thousands of industrial plants

PEOPLE
whose skills earn them bigger incomes

PAYROLLS
measured in millions and millions yearly

PROFITS
which mean greater and faster growth

PROSPERITY
with no limitation anywhere in sight

then add up-

PROGRAMMING
that's tailored to local tastes

POWER
for wider and clearer coverage

POPULARITY
that has no equal in the whole area

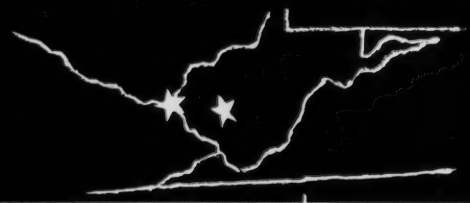
PROMOTION
planned to benefit every advertiser

PERSUASIVENESS
that gets results day after day after day

and you get
GIGANTIC BUYING POWER
in the Industrial Heart of America!

and you get
GIGANTIC SELLING POWER
in the Industrial Heart of America!

PUT THEM TOGETHER—
WORKING FOR YOU
with this perfect radio-TV combination . . .



WSAZ-TV
CHANNEL 3 BASIC **NBC** NETWORK
100,000 WATTS **ERP**
HUNTINGTON-CHARLESTON, W. VA.

RADIO
930 KC **WSAZ** ABC
HUNTINGTON, W. VA.
1490 KC **WGKV** NBC
CHARLESTON, W. VA.

REPRESENTED
NATIONALLY BY
The KATZ Agency

at deadline

Five New Am Stations Are Authorized by FCC

FCC granted five new am stations Thursday, also approved changes in four existing am operations.

New grants were:

Memphis, Tenn.—Tri-State Broadcasting Service, 1430 kc, 1 kw DA, daytime only.

Monticello, Ky.—Wolf Creek Broadcasting Co., 1570 kc, 250 w, daytime only. Principal owner Clifford Spurlock owns minority interest in WTCO Campbellsville, Ky.

Carson City, Nev.—Edwin L. and Alma F. Bullis, 1400 kc, 250 w, unlimited. The Bullis' also own KLUK Evanston, Wyo.

Bedford, Pa.—Inquirer Printing Co., 1310 kc, 1 kw, daytime only. John F. Biddle, principal stockholder, owns WHUN Huntington, Pa., and is associated in ownership of *Clearfield* (Pa.) *Progress* and *Bedford* (Pa.) *Gazette*.

New Albany, Miss.—New Albany Broadcasting Co., 1470 kc, 500 w, daytime only. Owned 51% by Vernon K. Wroten, engineer and 20% owner of WTUP Tupelo, Miss., and manager-engineer, WBIP Boonerville, Miss. Wynez Wroten, 49% owner, is program manager, WBIP.

Changes in facilities approved by FCC were:

KRUZ San Francisco, Calif.—Increased power from 1 kw daytime, to 10 kw daytime, directional antenna, engineering conditions (1010 kc).

KECC Pittsburg, Calif.—Increased power from 1 kw, directional night, to 5 kw, DA-2, engineering conditions (990 kc).

WATH Athens, Ohio—Changed frequency from 1540 kc to 970 kc (1 kw day).

KCHJ Delano, Calif.—Increased power from 1 kw day, to 5 kw LS, day, and 1 kw, directional, night, engineering conditions (1010 kc).

KICA Clovis, N. M., Sold

SALE of KICA Clovis, N. M., for $125,000 reported last week by Blackburn-Hamilton Co., station brokers, subject to customary FCC approval. Property would change hands from De Witt Landis to Garfield C. Packard, Paul H. Raymer Co., station representative firm, Chicago; Francis Leslie, accountant, and Mrs. Mae Strauss. Station went on air in 1933, has been affiliated with MBS and operates with 1 kw DA-N on 980 kc.

Beaumont Dismissal Asked

ENTERPRISE Co., operator KRIC Beaumont, Tex., and losing applicant in ch. 6 tv contest there, petitioned FCC Friday to dismiss bid of KFDM Beaumont on ground its application was changed by agreement resulting in dismissal of bid by third applicant, KTRM there [B•T, Dec. 20]. Final grant to KFDM was suspended earlier this month until outcome of argument heard Tuesday on petitions for reconsideration filed by Enterprise and KTRM (early story page 66).

Toigo Elected L & N Head

REORGANIZATION of Lennen & Newell, New York, announced with Adolph J. Toigo, executive vice president, elected president to succeed late H. W. (Hike) Newell and Thomas C. Butcher, senior vice president and account supervisor, elected executive vice president. Both men have been with agency since 1952.

Biow Stays as Chairman

MILTON H. BIOW, board chairman of Biow Co., told 500 members of his staff Friday he plans to remain as board chairman of firm, soon to become Biow-Beirn-Toigo, whose president will be F. Kenneth Beirn and executive vice president, John Toigo.

IKE'S MESSAGE

PRESIDENT Dwight D. Eisenhower's State-of-The-Union message to be delivered to 84th Congress Jan. 6 will be carried by ABC-TV, ABC Radio, CBS-TV, CBS Radio, NBC-TV, NBC Radio, DuMont and Mutual from 12:30 p.m. (EST) to conclusion (approximately 45 minutes). Following custom, message will outline President's legislative proposals and review developments during his administration.

Allen B. DuMont Labs Realigns Executive Setup

MAJOR realignment of top management of Allen B. DuMont Labs announced Thursday with election of William H. Kelley as vice president and general manager of DuMont manufacturing and sales division. Dr. Allen B. DuMont, president, also announced election of William C. Scales as manager of receiver sales division.

Under new set-up, DuMont's instrument, cathode-ray tube, communication products, international, government contracts and receiver manufacturing and sales divisions will report to Mr. Kelley. These divisions include all of DuMont's organization excepting its research and network operations.

Mr. Kelley joined DuMont Labs year ago as vice president in charge of marketing, after 10 years with Motorola, where he was vice president in charge of sales. He was with RCA from 1924 to 1944. Mr. Scales has been with DuMont six years, joining as southern regional manager for receiver sales division, and in 1950 was appointed sales manager of cathode-ray division.

A. W. Dannenbaum Dies

ALEXANDER W. DANNENBAUM, retired president of WDAS Philadelphia, died Dec. 22 at Presbyterian Hospital, Philadelphia. He was former senior partner and president of Pine Tree Silk Mills, that city, and a well-known horseman. Surviving are his wife, Mrs. Miriam Dannenbaum; two sons, Alexander W. Dannenbaum Jr., commercial manager of WPTZ (TV) Philadelphia, and Paul O. Dannenbaum; daughter, Mrs. Mary Anne Louchheim, and five grandchildren.

NEW DIPLEXER

NEW diplexer unit, type 5411-A, permitting simultaneous transmission by tv antenna of both sound and video output of television transmitter, has been developed by tv transmitter department of Allen B. DuMont Labs, Clifton, N. J. Diplexer will handle total aural and visual power for any tv transmitter from 5 to 50 kw. It can be used on any single channel from 7 through 13.

PEOPLE

BEN DUFFY, president of BBDO, N. Y., elected to board of directors, Advertising Club of New York.

JACK GILBERT, assistant manager of KHOL-TV Holdrege, Neb., promoted to station and operations manager, and **A. B. McThillany** appointed national sales manager and promotion director. Mr. Gilbert joined KHOL-TV in 1953 as program director.

NANCY CRAIG, WABC-AM-TV New York personality, presented with certificate of appreciation last week by American Cancer Society.

PHIL JOHNSON, WCSH-TV Portland, Me., news director, presented with Veterans of Foreign Wars Certificate of Achievement Award for "faithful and meritorious service" in reporting on world, national, state and local news.

JERRY BIRN, radio-tv director, McCann-Erickson, Chicago, to radio-tv commercials writing-production department of Tatham-Laird Inc., same city, as supervisor, effective Jan. 17.

Shipments of Tv Sets To Dealers Increase 30%

SHIPMENTS of tv sets from factories to dealers in October were nearly 30% above same 1953 month, rising from 698,594 to 903,160 for the four-week month, according to Radio-Electronics-Tv Mfrs. Assn. Shipments in September 1954, five-week month, totaled 1,005,725 sets.

Ten-month shipments this year totaled 5,372,756 sets compared to 5,342,050 in same 1953 period.

State	Total	State	Total
Alabama	78,746	New Jersey	157,240
Arizona	24,640	New Mexico	18,560
Arkansas	71,243	New York	508,351
California	384,029	North Carolina	132,327
Colorado	42,307	North Dakota	22,440
Connecticut	74,703	Ohio	269,884
Delaware	12,012	Oklahoma	78,368
District of Columbia	36,594	Oregon	59,744
Florida	159,704	Pennsylvania	354,774
Georgia	119,970	Rhode Island	18,353
Idaho	29,843	South Carolina	67,708
Illinois	330,616	South Dakota	16,557
Indiana	163,801	Tennessee	113,509
Iowa	120,086	Texas	284,605
Kansas	87,049	Utah	18,783
Kentucky	66,081	Vermont	18,568
Louisiana	110,473	Virginia	91,787
Maine	73,836	Washington	91,645
Maryland	66,603	West Virginia	59,662
Massachusetts	150,306	Wisconsin	141,891
Michigan	216,366	Wyoming	5,745
Minnesota	104,483		
Mississippi	44,999	U. S. TOTAL	5,361,422
Missouri	154,473	Alaska	2,449
Montana	20,245	Hawaii	8,885
Nebraska	55,062		
Nevada	6,482	GRAND TOTAL	5,372,756
New Hampshire	26,169		

Edel Named by DuMont

HERMAN EDEL named assistant manager of promotion, advertising and merchandising for DuMont Television Network. From 1949 to 1953 Mr. Edel was advertising and publicity director for several circuits of theatre division, AB-PT Inc., and in 1953 joined Ruben Shor Inc. as advertising-publicity director for firm's chain of 18 theatres, three restaurants and insurance company.

KOPP Ogden, Utah, Sold

SALE of 1 kw daytimer KOPP Ogden, Utah, from G. Stanley Brewer to M. B. Scott Co., Los Angeles advertising agency, for $55,000, announced Thursday. Independent station operates on 730 kc. Mr. Brewer retains interest in KJAM Vernal, Utah. Transfer subject to FCC approval.

the week in brief

ARF'S RATINGS STANDARDS

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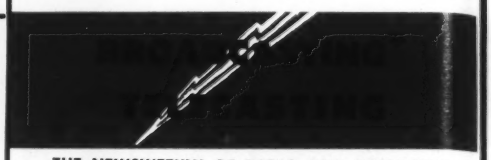

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*Reg. U. S. Patent Office

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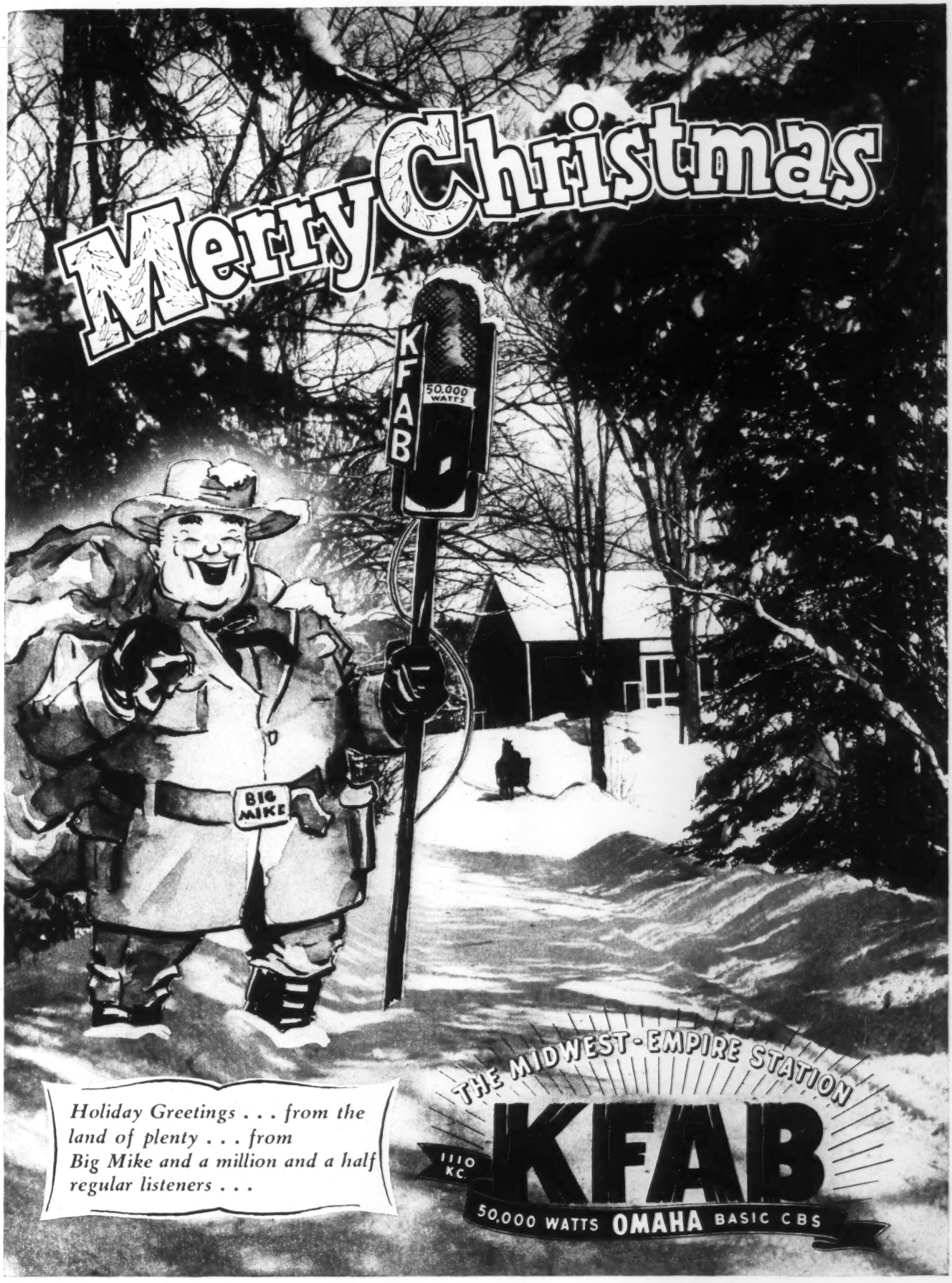
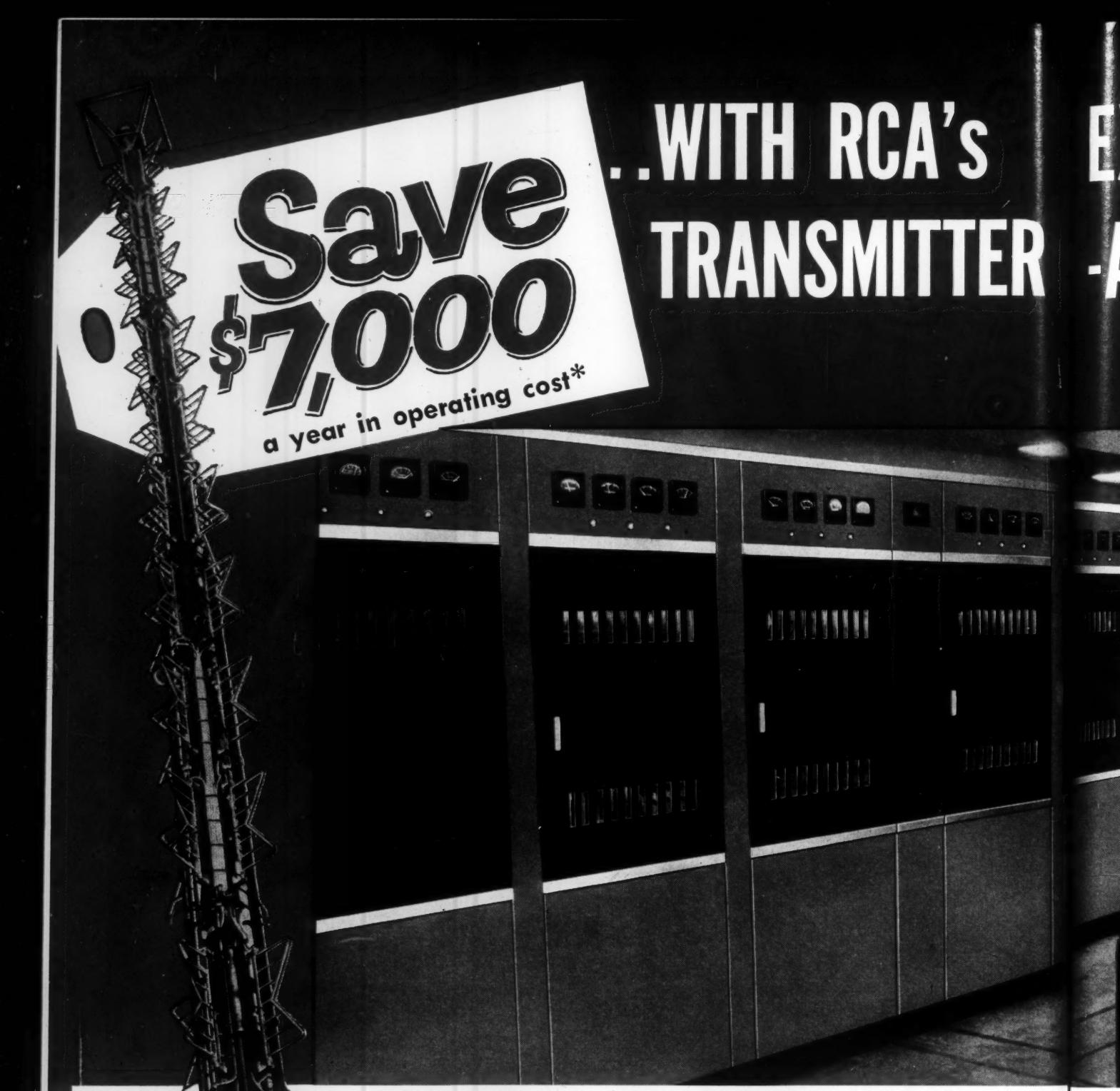

Merry Christmas
K F A B
50,000 WATTS
BIG MIKE
Holiday Greetings . . . from the land of plenty . . . from Big Mike and a million and a half regular listeners . . .
THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS OMAHA BASIC CBS

Save $7,000 a year in operating cost*

...WITH RCA's TRANSMITTER



RCA 12-section low-band antenna at KCEN-TV. Powered by an RCA 10-kw VHF transmitter (low-band) this antenna can radiate 100 kw ERP—with gain to spare.

RCA 10-kw VHF transmitter operation at KGNC-TV. Operated in conjunction with an RCA high-gain antenna, the combination is producing 100 KW erp at substantially lower cost per radiated kilowatt than any low-band equipment package now available.

*Compared to a 25-kw transmitter operated in conjunction with a 6-section antenna. Ask your RCA Broadcast Sales Representative for a comparison breakdown of the tube and power savings.

RCA Pioneered and Developed Compatible Color Television

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

EXCLUSIVE 100-KW -ANTENNA COMBINATION

WHAT TELECASTERS ARE SAYING ABOUT RCA'S EXCLUSIVE 100-KW TRANSMITTER-ANTENNA COMBINATION

KCEN-TV (6). Reports W. O. Crusinberry, Chief Engineer: "We are getting almost unbelievable coverage with our RCA 10-kw VHF transmitter and 12-section antenna combination.
Operating economy—on the basis of both equipment operating costs and radiated kilowatts per dollar—exceeds our most optimistic calculations."

KGNC-TV (4). Says William H. Torrey, Chief Engineer: "Audience reports indicate that our RCA 10-kw VHF transmitter and RCA 12-section high-gain antenna equipment package is blanketing our coverage area with strong, snow-free signals. We appreciate getting the most ERP for our operating dollar."

Today, RCA's low-band 10-kw VHF transmitter and 12-section Superturnstile antenna "package" is delivering remarkable coverage—at an equipment *operating cost of less than one dollar an hour!*

Think of the savings this offers: 100 kilowatts of effective radiated power at a reduced tube and power expenditure — that amounts to as much as $70,000 over a 10-year period.

Think of the protection to your investment: 100 kilowatts ERP—ready to go to work for you on *COLOR* whenever you say. No equipment rebuilding. No extra expense for color conversion. And, of course, the same low equipment operating costs as with monochrome transmission.

For more than a year now, RCA's exclusive low-band 10-kw and 12-section Superturnstile antenna combinations have been setting records for blanket coverage and low-cost operation. For the complete facts on this remarkable combination—designed and built only by RCA—call your RCA BROADCAST SALES REPRESENTATIVE. In Canada, write RCA Victor, Ltd., Montreal.

criterion in the carolinas

"THE HITCHHIKER"

Departing from the usual format, WBT has come up with a DJ-road show which is truly unique.

The Hitchhiker thumbs a ride late every weekday afternoon with a motorist who is unheard but provides numerous conversational topics. The Hitchhiker discusses all the latest motoring information, items which appeal to the housewife, and, of course, the car in which he is riding always has a radio to provide the best in popular music.

Here, too, is the zenith of integrated commercials. The Hitchhiker may casually mention his wife's enthusiasm for a new detergent . . . or the smooth ride which he's enjoying in the motorist's car . . . or how he happened to try a new cigarette which he's now smoking.

Carolinians go for a clever DJ show and The Hitchhiker timespot is enjoying a powerful 12.1 Pulse rating and 48% share-of-audience.

For your ride to bigger sales, thumb along with The Hitchhiker by calling:

CBS RADIO SPOT SALES

WBT

CHARLOTTE, N.C

A Jefferson Standard Station

WHAT'S GOING ON?

THE OLD MASTERS of tv guessing game programs, Goodson and Todman, have hit on a new twist to the basic formula in *What's Going On?*, new Sunday evening (9:30-10 p.m. EST) series on ABC-TV.

In this one, the panel of guessers sits before a screen on which other members of the company are seen by the audience, but not the panel, in various out-of-studio activities. The panel members, without peeking, ask questions in an effort to determine "what's going on" out there and where "out there" is. Each problem is rated as worth so many bells; each wrong guess is given a bell sound by Lee Bowman, who conducts the program, and when the quota of bells has been rung the game is over and the panel has lost.

On Dec. 19, the goings-on the panel had to guess were: (a) Cliff Norton counting sheep in the Chicago Stock Yards, (b) Susan Oakland wrapping up a mailman as a Christmas package —and for this question the mailman's wife was guest panelist, winning $100 for guessing the answer, and (c) Kitty Carlisle in New York's Grand Central Station with the men's glee club of the New Haven Railroad.

The regular members of the *What's Going On?* panel who did the guessing that Sunday were Audrey Meadows, Hy Gardner and Gene Raymond. On the succeeding Sunday (yesterday)„ this trio were to be on location, while Misses Carlisle and Oakland and Mr. Norton occupy the seats before the screen and try to beat the bell to the right answer.

Each episode of the program was mildly entertaining in itself, but the program as a whole didn't quite come off. It lacked that mystic ingredient that makes the same producers' *What's My Line?* a continuing delight and a program which one can see week after week, year after year, without ever feeling sated by too much of the same formula.

The Revlon commercials were straight hard-sell spots, with no misguided attempts at integration. The distaff side of the house found them more interesting than the other items of the program, but that was her own opinion, unshared by this reviewer.

Production Costs: $24,000.
Telecast on ABC-TV, Sunday, 9:30-10 p.m. EST.
Sponsored by Revlon Products Corp. through SSC&B and William H. Weintraub & Co.
Produced by Goodson-Todman Productions.
M.C.: Lee Bowman.
Players: Kitty Carlisle, Hy Gardner, Audrey Meadows, Cliff Norton, Susan Oakland, Gene Raymond.
Creative Producer: Allan Sherman; technical producer and director: Jerome Schnur; associate director: Willard Mellor; program staff: Frank Wayne, Bob Warner; program supervisor: Barbara R. Olsan; production manager: Mitchell Leiser.
Announcer: Jimmy Blaine.

RAY BOLGER SHOW

FOR THOSE who admire the inimitable talent that is Ray Bolger's, the ABC-TV *Ray Bolger Show* is a step in the right direction. A great improvement over last season's offering, the revised format gives the dancer-comedian much more scope for his abilities. While no longer the irresponsible boob who barely made the theatre in time for the curtain, he still is portraying a Broadway star, Raymond Wallace, a satisfactory bit of type casting.

Almost without exception, each program depends upon a case of mistaken identity around which the plot must revolve. Week-in and week-out this can become rather tedious, but the gimmick does allow for much merriment and tomfoolery—some of it good.

Plot-wise, the Dec. 10 program had Mr. Bolger involved in putting on "The Navy Show." After breaking dates with Susan (Marjie Millar) on the excuse he was closeted in his apartment with a Chief Petty Officer, she and Katy, her roommate (Christine Nelson), discover the "rugged old salt" is a WAVE (Merry Anders). Complications ensue but are resolved in time for a clinch on the stage of the theatre after Mr. Bolger, Sylvia Lewis and Maurice Kelly performed a novel, but singularly dull "underwater" dance routine. The series as a whole should not be judged by the Dec. 10 entry.

Holdovers from last season are Richard Erdman, somewhat softened but still brash, as the star's self-appointed press agent, and Sylvia Lewis, his dancing partner in the theatre sequences. New to the cast is Marjie Millar, who, while no threat to starlets who can dance, is quite appealing and completely acceptable as the young would-be writer who captures the hero's heart. Other new faces belong to Christine Nelson, the heroine's somewhat rowdy roommate, who can really belt out a song, and Charles Cantor, whose portrayal of a neighbor is more than competent.

With Ray Bolger, there just has to be dancing and musical numbers. In each of the current programs, these seem to be broken down into (1) a song to Susan at the beginning which has some connection with the plot to be unfolded, (2) a production number or a rehearsal of it in the theatre and (3) a song-dance potpourri at the end with Misses Millar and Nelson joining in. Even Mr. Erdman has been known to get into the act with a chorus and a time step.

The outstanding quality of *The Ray Bolger Show* is the general air of cameraderie and good fellowship that emanates from the star himself. It may not always be a funny program, but it's a happy one. And, Mr. Bolger gets to sing and dance to the viewer's content. Let's face it, if you like Ray Bolger, you don't care about his doing anything else. This time around he's doing it with some attractive and talented people. Also, filming the program before an audience might be responsible for much of the enthusiasm generated by the cast.

Production cost: approximately $28,000 per program.
Sponsor: Lehn & Fink Products Corp. through Lennen & Newell Inc.
Produced on film by B & R Enterprises through facilities of DPI. Broadcast on ABC-TV, Fri., 8:30-9 p.m. EST.
Producer: Paul Henning (alternating with Stanley Shapiro); director: John Rich; musical direction: Music Service Inc., Earle Hagen and Herbert Spencer.
Cast: Ray Bolger, Marjie Millar, Christine Nelson, Richard Erdman, Charles Cantor.
Writers: Stanley Shapiro (alternating with Paul Henning), Fred Fox, Maurice Richlin.

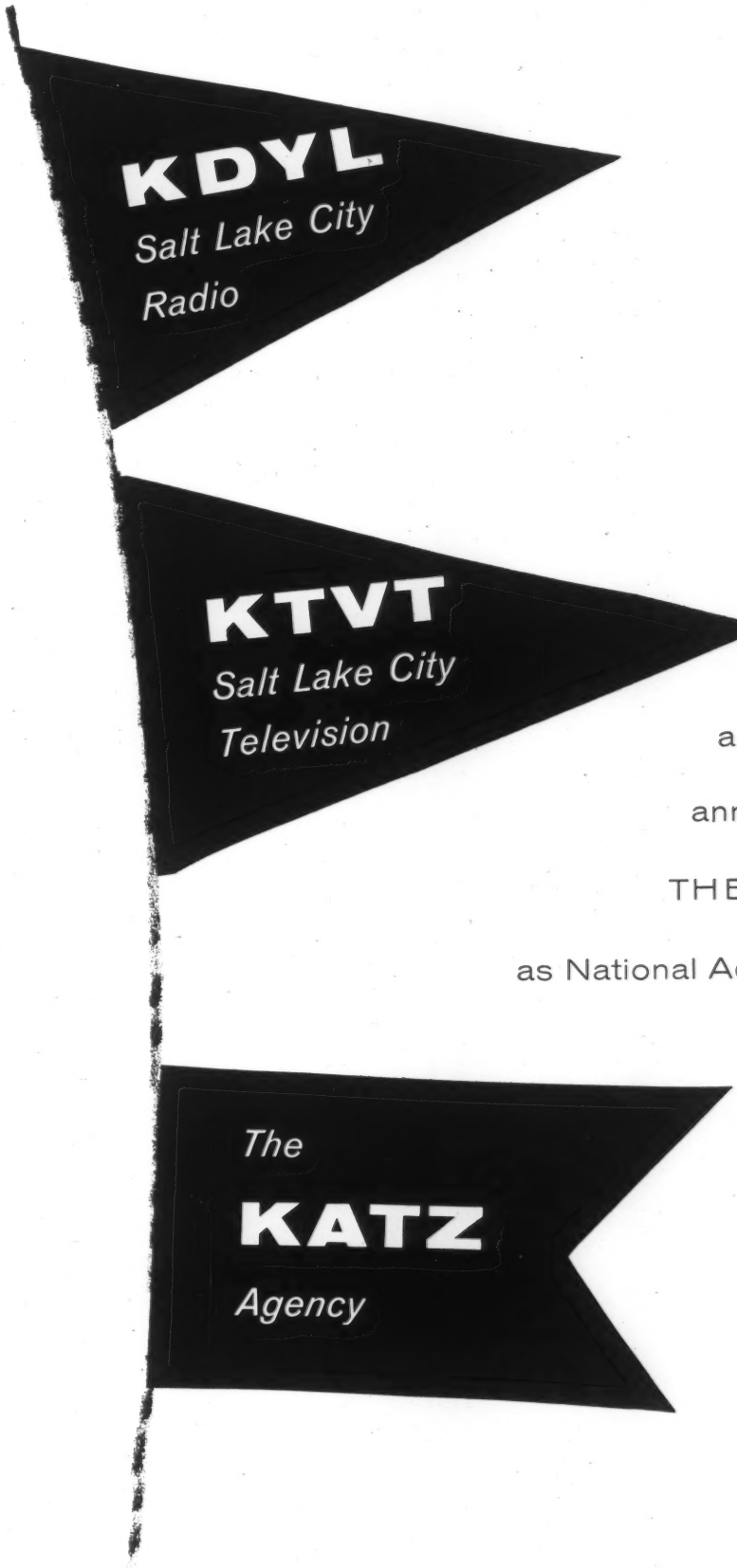
RED CHRISTMAS

IT TAKES calm nerves, a philosophical approach, if not a sedative, to view *The Medic* on NBC-TV (Monday, 9-9:30 p.m. EST).

Last Monday's episode was appropriately labeled *Red Christmas*, a word play on the story's bloody theme.

Keeping within form, the program portrayed a saddened Christmas Eve through the jaundiced, cynical eye of a neuro-surgeon on duty at a hospital prepared for an annual influx of cut up cutups.

The case for the evening was Frances Monahan, a young secretary who concludes an



KDYL-Radio and

KTVT-Television,

NBC for UTAH

and The Intermountain Area

announce the appointment of

THE KATZ AGENCY, INC.

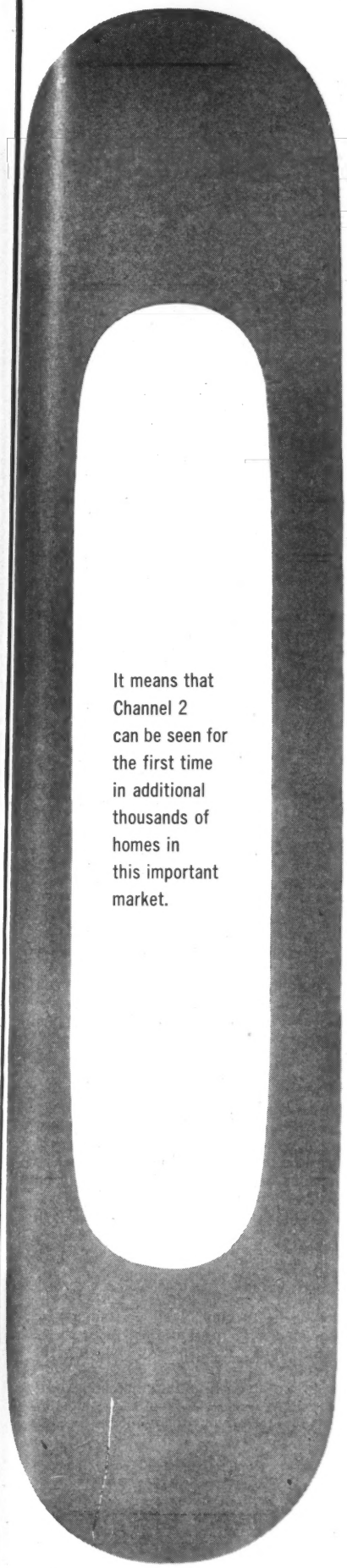
as National Advertising Representatives

effective January 1, 1955

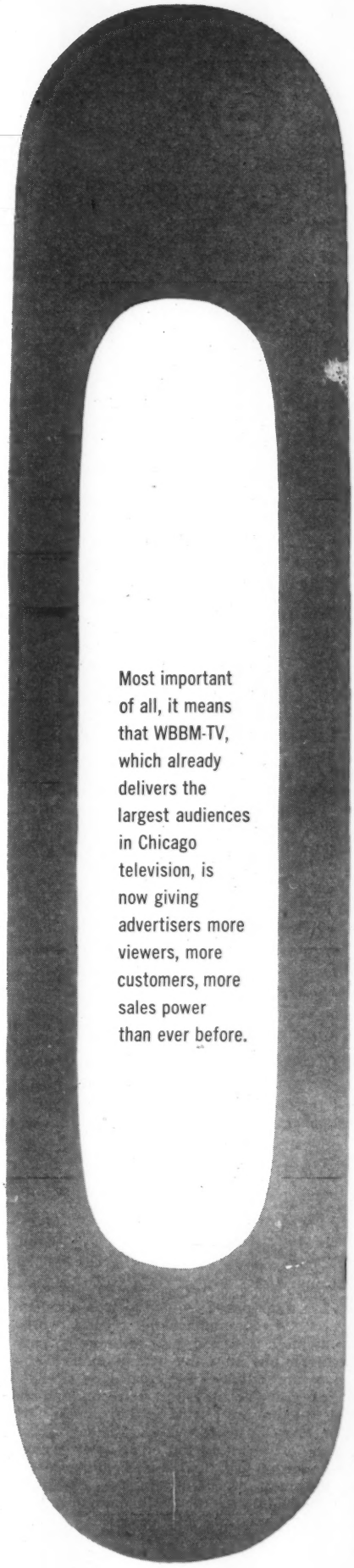
100

WBBM-TV is
now operating at
peak power—
100,000 watts.

This means
that WBBM-TV,
with five and
a half times
more power, now
brings brighter,
clearer, sharper
television into
almost two
million homes
in the greater
Chicago area.



It means that
Channel 2
can be seen for
the first time
in additional
thousands of
homes in
this important
market.



Most important
of all, it means
that WBBM-TV,
which already
delivers the
largest audiences
in Chicago
television, is
now giving
advertisers more
viewers, more
customers, more
sales power
than ever before.

WBBM-TV

now
100,000 watts
Channel 2...
Chicago's
Showmanship
Television
Station...
CBS Television's
Key Station
in Chicago

After all, it's music and dance and drama and mystery and romance and . . . well, everything everybody wants 365 days a year.

It's here . . .CKCW-Television.

A new station may be an old story in the States, but to 150,000 folks hereabouts, well, it's mighty exciting.

It's the best of network programming, carefully edited films fare and local shows developed to community tastes.

To the advertiser it's money invested with return all out of proportion to costs.

Now—at the start—rates are low. You can establish yourself squatters rights to valuable time franchises.

In short and in fact, you'll make a mint in Moncton.

A call to Adam Young does it. So do it now, won't you.

CKCW-TV
MONCTON, NEW BRUNSWICK
The Hub of the Maritimes
ADAM YOUNG NATIONAL REP.

IN REVIEW

office Christmas party spree as an automobile accident casualty. Both the young lady and her companion, her boss and driver of the car, had one too many for the road.

The driver was portrayed by as crass a character as one would not want to meet. At first, he could only mumble that the accident wasn't his fault—"The other guy did it." He hung about the ward, not sure what his role ought to be in this morbid affair. He had to get home for Christmas Eve. He had been a bit playful and carried a tell-tale lipstick smudge. He didn't think the whole thing necessary.

Meanwhile, Dr. Styner, who played the Jack Webb type in this highly-dramatized hospital horror, intoned the awful facts of Miss Monahan's condition which, in non-medical terms, was a plain critical mess. She was swathed in bandages from head to toe. (The show took great pains to point up blood, tears and wretched realism.)

We went through a call to Miss Monahan's mother. The slowly sobering employer, impatient to leave, got the cryptic suggestion from the doctors—why not stay around until Frances' mother arrives, and hear about the victim's condition as it is told to Mrs. Monahan? Finally, the boss heard the season's tidings—Frances would be blind for the rest of her life. He mentioned that he had to get home, and left. Mrs. Monahan, bewildered and sick at heart, arrived.

Through all this, Dr. Styner, in comments to the bumbling boss and to the shaken mother, as well as to the nurse and other doctors, imparted his rightful indignation at the sheer waste, physical suffering and damage caused by such liquid-inspired episodes. The message was imparted with the subtleness of a sledge hammer.

The program, already tinsled with the Sylvania Award, carried through its morbid message format without a hitch. To those who like their Yuletide stories merry, spiritual, heartwarming and even jolly, last Monday night's unhappy jolt was hard to take, with or without an anesthetic.

Production Cost: Approximately $30,000.

NBC-TV, Mon., 9-9:30 p.m. EST.

Officially endorsed by the Los Angeles County Medical Assn.

Sponsored by Dow Chemical Co. through McManus, John & Adams.

Created and written by James Moser.

Executive producer: Worthington Minor; producer: Frank La Tourette; director: Bernard Girard.

Music director: Victor Young.

Narrator: Richard Boone, as Dr. Konrad Styner.

★ ★ ★

BOOKS

THE PROCESS AND EFFECTS OF MASS COMMUNICATIONS, edited by Wilbur Schramm. U. of Illinois Press, Urbana, Ill. 586 pp. $6.

MOST of this work is devoted to such problems as "how the communications process works, how attention is gained, how meaning is transferred from one subjective field to another, how opinions and attitudes are created or modified and how group relationships, role concepts and social structure are related to this process," the author states in his foreword. Students of advertising, broadcasting and other fields of mass communication will find this a valuable text, although most of its illustrations are drawn from the field on international communications, for which it was originally designed.

OPEN MIKE

Definite Interest

EDITOR:

In a CLOSED CIRCUIT item in your latest issue, you make reference to my having "no stomach for the assignment."* Sen. Kilgore [D-W. Va.] has asked me to act as his consultant in a proposed investigation of various facets of the radio and television industry and while it is true that I do not have a stomach for a shotgun investigation, which would produce nothing but publicity, I am definitely interested in inquiring into the subjects the Senator is interested in and I plan to do so as diligently as possible. I likewise plan to have a preliminary report ready for the Senator shortly after the first of the year.

Howard L. Chernoff
San Diego

[* Proposed Senate Judiciary Committee inquiry into purported monopoly in electronics-broadcasting fields.]

One Vote for Socializing

EDITOR:

I read the article in the Dec. 13 issue on conventions with a great deal of interest, and I thought you might possibly like to have the viewpoints of a broadcaster.

I will probably be the only one to ever admit this, but it has been my experience that the "socializing" is, by far, the most productive part of any convention. Somebody stated that "You can stay home and get drunk much cheaper"; however, I have found that I can get more information and exchange many more ideas, sitting around with the other fellows, over a highball.

I can't ever remember receiving any idea worth anything out of the formal sessions—which have always seemed to me to be forums for frustrated broadcasters, in the guise of asking questions of a panel, and making lengthy speeches that add up to nothing. If it weren't for the informal sessions with other broadcasters, I wouldn't go near a convention!

Name Withheld

[EDITOR'S NOTE: The writer is a prominent Midwesterner associated with radio, television and newspaper properties.]

Tv Press Plugs Rankle

EDITOR:

Maybe I'm crazy . . . but I can't help but wonder what is behind NBC's thinking when they plug the newspaper industry nightly on Gene Rayburn's *Tonight* tv newscast by displaying the front pages and headlines in the New York dailies.

Radio and tv are supposed to be the leading news sources for the public, at least the quickest. Why show newspaper headlines to illustrate a tv news story? I've never seen a newspaper consistently quote a radio or tv station as saying thus and so.

Small thing? Sure, but small things add up.

George Gothberg, President
WFPA Fort Payne, Ala.

Attention!

EDITOR:

We are trying to contact all personnel who were associated with the Far East Network of the Armed Forces Radio Service during the Korean conflict.

We are trying to form an alumni association. We need names, addresses and vital statistics. Please mail information to *both* the undersigned.

Frank Rossiter
WKAN Kankakee, Ill.
Julian Barber
WSJS-TV Winston-Salem, N.C.

SOME THINGS CAN'T BE RUSHED

IT TAKES TIME TO GO FROM RED TO GREEN

and it takes *time* to make a good recording disc...

Know-*when* is as vital as know-*how* in making a fine recording disc. This most sensitive "instrument" must be handled with special care at every point—from original preparation of materials down to the method of wrapping.

Slam-bang mass production could never achieve anything like the flawless recording discs produced by Presto. For Presto takes all the time in the world—to make Presto discs the best-performing and permanent in the world.

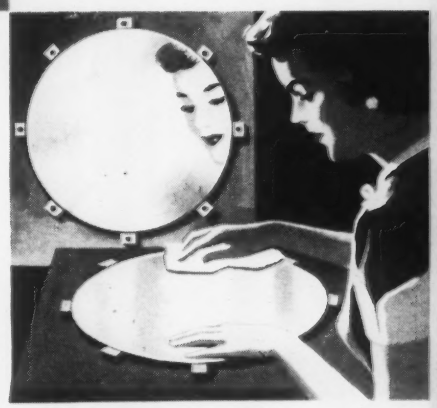
PRESTO GREEN · ORANGE · BROWN AND WHITE LABEL DISCS ARE USED THROUGHOUT THE WORLD—WHEREVER FINE RECORDING IS DONE

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



TIME-CONSUMING STEP #1 IN MAKING A PRESTO RECORDING DISC

Your recording discs start with an aluminum base. The slightest flaw in the aluminum shows up in the finished disc. That's why Presto takes the time to specify and inspect every aluminum blank. It must be milled precisely. Thickness must be 100% uniform. Circles must be die-cut 100% perfect. The approved aluminum discs go into production. Edges are burred. Platters are cleaned. And every disc is polished to shimmering smoothness—the slow-bu.-sure way—*by hand*. Presto Recording Discs take time to make. That's why they are well worth your time—and money!

the lion's share

is mighty big in the norfolk market

Neilsen circulation shows that WTAR reaches more than twice as many homes as the second station, more than the next two combined. Pulse shows WTAR first in average audience morning, afternoon and night. You'll get "the lion's share" of results in America's 25th market when you put your sales message where it reaches the audience.

CBS Radio

Buy Only WTAR RADIO to Sell America's Miracle Market

NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

on all accounts

GEORGE LAWSON BAGNALL

SHREWD conception of what the public wants and the product to serve that need has keystoned the success of George Lawson Bagnall. As president of George L. Bagnall & Associates, Beverly Hills tv film distribution firm, he has found the line of least resistance is the half-hour film package. He also believes that the quarter-hour series can be very successful in small markets.

Connected with films for the past 26 years, Mr. Bagnall started life May 24, 1896 in Mullinger, Ireland. He completed his education at Exeter College in England and in 1921 came to the United States. He started his celluloid career in 1928 by joining Fox Film Corp. as comptroller in Hollywood. Within two years he was in charge of all the finances.

By 1937 Mr. Bagnall was holding down a vice presidency at Paramount Pictures, having joined the company in 1935 as studio treasurer. Keeping the title of vice president, in 1941 he moved to Alexander Korda Films and the following year became vice president in charge of production for United Artists.

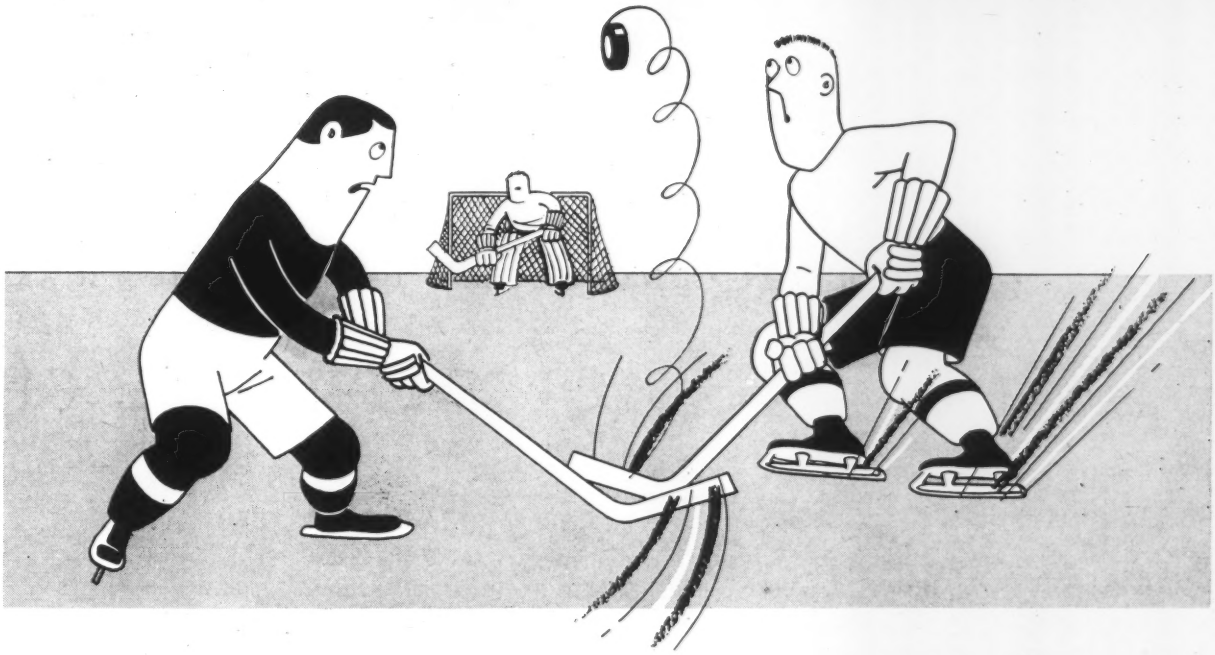
Leaving UA in 1949 he studied the video situation and formed his distribution firm in 1952. He first acquired a group of bank-foreclosed feature films, including "Lured" and "Carnegie Hall." Now he has branched out into the quarter-hour field with such series as *This Is Hawaii, World of Wolo, Spotlite on Hollywood, Sports Mirror* and *The Sewing Room.*

In March 1954 Mr. Bagnall assumed the management of Consolidated Television Sales. Included in the catalogue is *Crusader Rabbit,* a package of 195 4½-minute films currently shown on five tv stations in New York City.

Believing the trend is more toward syndication than heretofore, Mr. Bagnall nevertheless feels that feature films are still going great on tv. There is a weak price structure, though, with only about three or four distributors both getting good prices and giving good values, he declares. Too many distributors, he adds, are taking anything in order to unload inferior products.

Though sold on distributing films to tv, Mr. Bagnall does not limit himself and so serves as vice president of the Motion Picture Relief Fund, a director of Cathedral Films, treasurer of the Independent Society of Motion Picture Producers and treasurer of the University Religious Conference.

He and his wife, Muriel, live in suburban Westwood. Their sons are Michael, 23, and George, 19.



It's No Draw...in Omaha

The KMTV audience-pleasing team of television personalities will score *more* sales goals for you in the Omaha market.

Consider, for example, how KMTV's homemaker, Bettie Tolson, scored recently on her "Your TV Home" program.

In a six week contest promoted exclusively on Bettie's program, she awarded a gas range each week for the best recipe submitted by a viewer.

The contest drew 3,752 entries . . . from 449 cities and towns . . . in Nebraska, Iowa, Missouri, Kansas and South Dakota!*

This heavy mail response from five states illustrates the *size* of KMTV's coverage area—a market of a million-and-a-half people . . . more populous even than such cities as Baltimore, Cleveland or Washington, D. C.—a market with a greater population than the states of South Dakota, North Dakota and Wyoming combined.

Audience surveys also show that KMTV's popularity is as strong as its coverage is wide. In the latest ARB survey (Oct. 14-21) of the Omaha area, viewers gave KMTV *all* of the top 10 weekly shows. The latest Pulse (Sept. 7-13) gave KMTV 11 of the top 15 weekly shows.

It all adds up to this: KMTV is the *favorite* TV station in an area that includes 65 per cent of all the people in Nebraska . . . KMTV's Class A signal covers the state's two major population areas, Omaha and Lincoln . . . and KMTV gives you a valuable bonus market in Iowa and three adjoining states. To put this selling power to work for you, contact KMTV or your Petry man today.

Breakdown of mail by cities and states on request.

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TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

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WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

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WORTH HOLLIS KRAMER

FROM his present pinnacle as vice president and general manager of WJR Detroit and of the Goodwill Station's WJRT (TV) Flint, Worth Kramer gives off not a little light as a shining example of a man who became a success in the talent end of broadcasting—then switched over to become just as successful on the business side.

And his fellow broadcasters sit back and listen when he talks about how to make the broadcasting business a better one. He was one of the top speakers in the last series of NARTB district meetings, traveling from Lake Placid to San Francisco and Spokane to expound his gospel of sound radio practices.

Mr. Kramer's audiences were receptive, despite the nature of the information he had to impart. This amounted to some pretty stinging diatribes against some faulty radio practices—among them what Mr. Kramer believes to be an unwise emphasis in some parts of the industry on ratings and merchandising.

The Detroit broadcaster was able to hold his listeners' attention on the subject of radio because broadcasting, in all its aspects, has been becoming increasingly familiar to him throughout his 24 years of holding an assortment of radio jobs ranging from baritone to boss.

Born Nov. 28, 1908, in Montpelier, Ind., Mr. Kramer's drift toward the radio field might be said to have begun while he was still at high school in Findlay, Ohio, where his hobbies were singing, football, basketball and baseball, in that order. He made the team in all of them.

It came about quite logically that when he went on to Ohio Wesleyan U., he joined a male trio, "The Collegians." In his junior year (1929) the Collegians decided their talent had been withheld from the rest of the world long enough and bummed a ride the 22 miles from Delaware (Ohio) to Columbus to be auditioned by the then WAIU there. They made the grade and were sold commercially.

After college, Mr. Kramer joined WTAM Cleveland in 1930 as a singer, after some time moved over to WGAR there and before long was also doing a vocal series on NBC and Mutual.

At this time Mr. Kramer's ambition decided for him that he also could hold down a job in the business end of broadcasting and he became an announcer for WGAR. Progressively, he became chief announcer, traffic manager, production manager and program director.

As program director, Mr. Kramer developed *Wings Over Jordan,* a quickly-acclaimed success. It became a regular CBS feature and was praised by radio and music critics the country over. He resigned from WGAR to devote full time to *Wings Over Jordan.*

In 1941, he took advantage of a business opportunity and bought an interest in WGKV Charleston, W. Va., becoming station manager and president of the Kanawha Valley Broadcasting Co. Military service interrupted his commercial broadcasting career in 1943. He sold his interest in WGKV and entered the Navy, serving 19 months as a communications and ship executive officer.

Upon leaving the Navy in July 1946, Mr. Kramer joined WJR as program director. After exceptional success with WJR programming, he was named assistant general manager in July 1948. In August 1950, he was appointed vice president and general manager and in June 1951 was elected a director of the company.

In recent years, Mr. Kramer has been using his experience to make WJR a leader in sound radio operational practices. He will soon apply this experience to television when WJRT begins programming. The company was granted ch. 12 in Flint last May and expects to be on the air in early 1955.

Mr. Kramer is recognized in the area served by WJR as an active civic and business leader. He is a director of the Detroit Adcraft Club and a former director of the Michigan Assn. of Radio & Tv Broadcasters. He belongs to the Rotary Club, the 100 Club, the Recess Club, the Detroit Golf Club and the Detroit Athletic Club. He has served as radio chairman of the United Foundation Torch Drive and is active in the Detroit Roundtable of Catholics, Jews and Protestants.

He considers the FCC mandate of "public interest, convenience and necesity" not as a legal requirement to be met, but as a formula for successful operation: Believes that doing a good job of public service is the best assurance of business success.

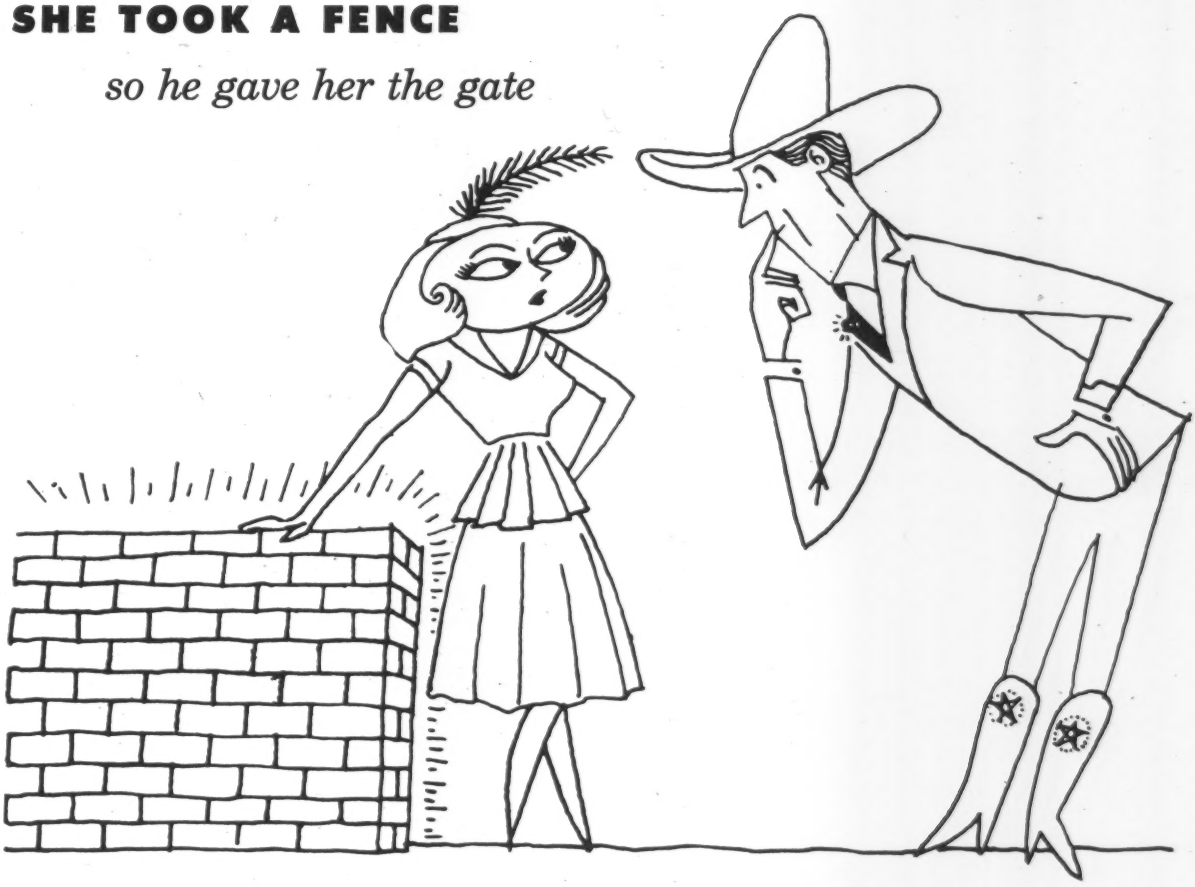
Mr. Kramer's touch is recognizable along these lines in the large number of distinguished service awards and citations to WJR from several organizations including: Freedom Foundation, American Legion, National Conference of Christians & Jews, Veterans of Foreign Wars, March of Dimes, Veterans Administration, Michigan Military District, U. S. Junior Chamber of Commerce, Firemen's Service Fund, Detroit Police Dept. and others.

The 46-year-old Mr. Kramer enjoys golf as a hobby.

The Kramer family includes wife, Mary; daughter, Linda, 15; son, Lanny, 13. The Kramers live in Dearborn Hills, a residential suburb of Detroit.

SHE TOOK A FENCE

so he gave her the gate



"Texas," said the lady from Kentucky, "would be a wonderful place, if they ever finished it."

"Lady," replied a Texan, "it grows so much it won't ever be finished." And he proceeded to regale the lady with stories of the wealth and glory of our favorite state . . . until she grew weary, and a mite impolite.

"Back home," she remarked pointedly, "there's enough refined gold buried in the ground to make a fence four feet tall around the perimeter of the whole state of Texas."

The Texan, too much a gentleman to make the obvious reply about the U. S. ownership of the gold, contented himself with "Okay, lady. You go right ahead and have your little fence built. If I like it, I'll buy it."

Needless to say, the gentleman was from the Texas Panhandle, whose hub, Amarillo, enjoys the greatest annual retail sales per family in the nation.

KGNC - AM & TV

★ *Amarillo*

NBC and DuMONT AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the The Katz Agency

still another way WWSW comes close and stays close to the heart of Pittsburgh!

Everybody, they say, talks about the weather . . . and in Pittsburgh WWSW has been letting Mr. Weatherman himself do it. Ever since the day in 1937 when first we put our microphone in the office of the U. S. Weather Bureau at Pittsburgh he has warned of floods, freezes . . . and, most recently, calmed public fears of the blustering "Miss Hazel!" One more way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts

PITTSBURGH, PENNSYLVANIA

Represented by John Blair & Co.

BROADCASTING TELECASTING

December 27, 1954 Vol. 47, No. 26

ADV. RESEARCH FOUNDATION SETS STANDARDS FOR RATINGS

Two-year study also evaluates audience measurement methods in line with new criteria—but without discussing the program ratings services themselves. Report establishes precedent by publicizing critical comments of raters as well as committee recommendations.

WHY do different audience research services give different ratings to the same program? Which is right?

A first step toward answering those ever-present questions came Friday, when the Advertising Research Foundation issued an 88-page volume with the imposing title, "Recommended Standards for Radio and Television Program Audience Size Measurements. Copyrighted (1954)." The study was developed and written by the Working Committee on Standards and Methods, a subcommittee of ARF's Radio-Television Ratings Review Committee.

Chairman of the subcommittee is G. Maxwell Ule, vice president and director of research of Kenyon & Eckhardt. Other members are Donald W. Coyle, director of network tv research, ABC, and E. L. Deckinger, vice president in charge of research, The Biow Co., who also is chairman of the full Radio-Tv Ratings Review Committee.

The working committee leans over backward to confine its study to establishing standards for broadcast audience measurements and reporting on the potentials of each method for meeting those standards. It expressly refrains from commenting on the performance of any of the presently operating audience measurement services. In the foreword of the report, the committee states:

"This report presents what your Committee hopes will become long-term standards in the Industry for program audience size measurements. . . . This report is not a critique of any individual program audience size measurement service as such. It is, rather, a study of what each method can and cannot accomplish if it is operated up to the limit of its fullest practical potentialities, regardless of who the operator might be. Neither is any effort made to appraise the extent to which particular practitioners do or do not employ their chosen methods in such a manner as to derive maximum results for them."

Despite this disclaimer, it seems virtually certain that each reader of the ARF document, evaluating the committee's conclusions in the light of his own experience and prejudices, will draw his own conclusions as to whether the committee judgments have been completely objective or are more or less biased. The operators of audience size measuring services, who were shown a draft of the committee report before publication and whose comments fill 31 pages of the volume, generally indicate a feeling that the recorder method of collecting audience size data is unduly favored.

As could have been expected, no audience size measurement practitioner expresses full agreement with the committee findings. Their comments run almost the full scale, from that of James W. Seiler, president, American Research Bureau, who called the report "an excellent over-all job" and said that ARB intends to "do everything feasible to comply with its specifications," to that of the late C. E. Hooper, who blasted it as "one of the most unenlightened and potentially misleading pieces of work to be released by any responsible advertising group in the past 20 years."

In announcing publication of the report, which he termed ARF's "first effort in analysis of research methods," Mr. Ule said: "We expect there will be some disagreement from some quarters at various points in the analysis. It would be utterly impossible in so controversial a field to find complete agreement on all points."

Citing the comments already received from the various services, Mr. Ule said that "many difficult decisions had to be made and we made them. We didn't 'duck' anything. We felt that if this work was to be of any real service, we had to adopt the criterion of 'What decision will meet the greatest need of the greatest number of users of ratings?' A better understanding of all the methods can be gained from a careful study of the report."

The Advertising Research Foundation's copyrighted (1954) news release about the report—and the unique act of copyrighting a publicity story shows the importance with which the Foundation regards the study—also contains a warning from Committee Chairman Deckinger that "while this report is intended to help reduce confusion in the ratings field, it should not be regarded as a panacea or 'cure-all.'

"It should be regarded," Dr. Deckinger states, "as the first step taken by this Committee in a long-range program. Current plans include the conduct of controlled experiments, analysis of available ratings data and a study of the procedures actually followed by the various services."

In presenting its recommendations for standards in broadcast audience size measurements, the Committee explains that "these standards represent an optimum compromise, considering present theory, practice and cost. These standards are thought to be theoretically sound and at the same time wholly realistic and practical.

"Our standards are long-term objectives, not all of which can be met at the present time," the Committee states. "They are presented as the goals toward which we hope program audience size measurement practitioners will aspire."

The Committee presents 22 standards, divided into three categories: information, procedure and accuracy. Information standards are further divided into basic and supplementary; all standards for procedure and accuracy are considered to be basic.

The recommended standards are:

INFORMATION STANDARDS—BASIC

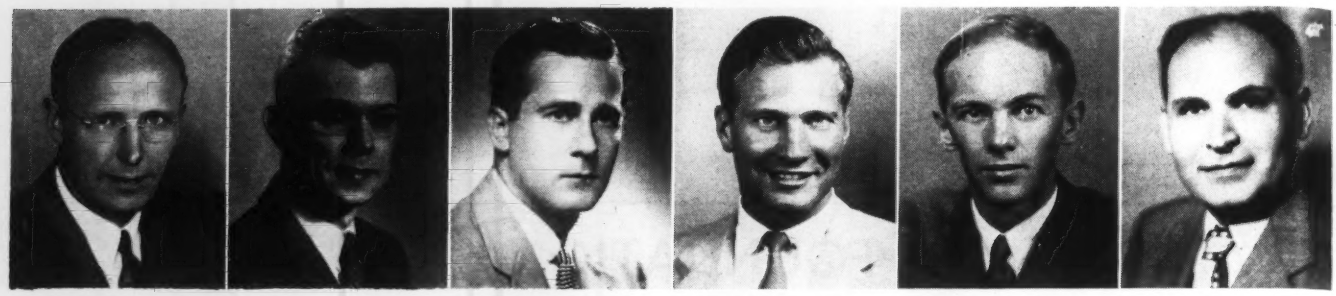
1. Exposure to a broadcast should be measured in terms of set tuning.

The Committee recommends set tuning as a standard, because it is the "most objective," "simplest," "most understandable" and "most inclusive," the "only measure which does not require a subjective evaluation of some kind on the part of the exposed person (which evaluation is different for different persons under identical exposure conditions)" and "the only

THESE DREW UP THE REPORT

MR. ULE MR. COYLE MR. DECKINGER

THESE PROVIDE THE RATINGS



ARTHUR NIELSEN, Nielsen | JOHN L. GUYANT, Conlan | ROBERT B. ROGERS, Trendex | ALLAN V. JAY, Videodex | JAMES W. SEILER, ARB | SYDNEY ROSLOW, Pulse

measurement which is unambiguous since it can only be interpreted one way."

2. The unit of measurement should be the household.

A measurement made on a household base has "wider application" than one based on individuals, the Committee says, because "the household is the typical economic unit in marketing," with "interaction between members . . . influencing most purchase decisions."

3. All sets owned by the household should be measured.

"This concept includes both in and out-of-home tuning . . . just so long as the set is associated with the household being measured. [It] excludes such tuning as that which occurs in bars, restaurants and places of employment . . ."

4. The entire reception area should be measured.

This gives a program "full credit for its entire audience."

5. The measurement should be representative of all households.

It is recommended that "program audience size measurements cover all types of homes regardless of economic class, telephone ownership or any other characteristic. Otherwise, the measurement cannot be expected to reflect tuning activity in all households, because it would be derived from a biased sample of the area covered."

6. The measurement should report the average instantaneous audience.

This is recommended because it "automatically weights persons or households into the audience in proportion to the amount of their tuning." Therefore, it "permits uniform comparisons of audience size measurements for programs of different duration." Total audience measurement is designated as a supplementary standard. "A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum."

7. The measurement should express the number of households reached.

"If program measurements are expressed as percentages," the Committee writes, "a particular program can be given different estimates (even though these estimates represent the same absolute number of homes) because different bases may be used for the calculation of percentages. Reporting in terms of numbers of households tuned in eliminates this source of variation. Audience size measurements for less than full network programs should also express the number of households reached."

INFORMATION STANDARDS—SUPPLEMENTARY

8. Total household audience.

By estimating the number of households which tuned to any part, over a specified minimum, of a broadcast, this standard provides additional audience size information.

9. Unduplicated household audience to two or more broadcasts.

This can tell the cumulative total number of households reached in a period of time, plus the "average frequency with which the average household is reached."

10. Program audience size measurements as percent of all households.

For national ratings, all U. S. households would be the base. For defining local areas, the Committee recommends listing all counties the station reaches, arranging them in order of estimated exposure hours, measuring all counties necessary to get 90% of the station's total exposure.

11. Households using receivers.

The Committee recommends an estimate of the number of households in which at least one receiver was in use for every measured quarter-hour. For local programs audience size measurements, the Committee says, "the area in which the number of households using receivers should be measured is that defined in . . . Standard 10 . . . Where the area used for the basic program audience size measurement is not identical with that defined in Standard 10, shares of audience can only be computed when the information discussed in Standard 10 is made available, because only then are the program audience size measurement estimate and the estimate of households using receivers on the same base."

This article was submitted to and approved by ARF.

The Committee recommends "that all national program audience size measurement reports include what is known as a 'time period sets-in-use' (household using receivers) for each 15-minute period reported. This would be a simple count of the number of homes anywhere in the United States with receivers tuned in to any station during the average instant of the 15-minute period."

12. Audience characteristics.

"Since the sales potential for many commodities varies with such characteristics of the audience as sex, age etc.," the Committee comments, it recommends "that measurements of audience size within certain population subgroups be made available. Some of these subgroup estimates would be obtained on an individual basis, some on a household basis. These data should be expressed as absolute numbers (households or individuals)."

Individual measurements considered important are: sex, age, product ownership or use; important household measurements are: family size, income class, geographic area, city or county size, product ownership or use.

The Committee "recognizes that no individual measurement can be defined strictly on a tuning basis. For this supplementary standard, therefore, [the] Committee recommends that an 'attended sets' concept be applied."

13. Program audience size measurements for specific segments of a program, such as commercials.

14. Full network audience by specific time periods.

"This standard," the Committee states, "is included to permit measurement of the audience to all the stations of a particular network at a given time, whether or not the network has sold its full facilities for one particular program."

PROCEDURE STANDARDS

15. The program audience size measurement should be based upon a probability sample.

"Only this kind of sample is projectible to the total population studied," the Committee says. "Probability samples eliminate biased judgment in the selection of respondents, and only probability samples permit estimates of the precision of sample measurements."

16. The program audience size measurement should be based upon the audience during a single week.

The Committee recommends deriving audience size measurements for once-a-week programs from a single broacast, for "strip" programs from an average of all the program's broadcasts during the week.

17. The measurements should be reported for each commercially sponsored segment of the broadcast.

18. All-broadcast hours from 6 a.m. to midnight should be measured.

The "overwhelming portion of broadcast time is sold between these hours."

19. The measurement should be available at varying frequencies, depending upon the importance of the market:

Collective industry needs will determine the frequency. Suggested are monthly audience size measurements for national and major market programs, quarterly for secondary areas and twice a year for smaller areas, once in the summer, once during the fall-winter-spring.

20. The measurement should be available within one month of the last measured broadcast.

A month is suggested as a workable basis for getting speed of reporting without excessive costs.

ACCURACY STANDARDS

In the two standards on accuracy, the Committee specifies the amount of each type of error it feels will be acceptable. "These two standards should not be considered separately," it warns. "Actually, it is your Committee's intention in setting these two standards to specify

the total acceptable error in audience size surveys."

21. There should be adequate control of sampling errors.

Recommended for "the simplest type of probability sample—an unrestricted random sample" is "a minimum sample size of 400 households for local audience size measurements and 1,200 for national audience size measurements for each 15-minute program or program segment."

22. The net effect of non-sampling errors should not exceed the sampling error.

Non-sampling errors are described as: non-response; conditioning of tuning behavior by persons who know their behavior is being measured; reporting or recording errors, processing errors.

Methods of obtaining audience size measurements are divided into ten, seven basic and three combination, listed with the Committee descriptions and the practitioners of each:

DIARY. This method requires that some member (or members) of the household keep a written record or log of program exposure. American Research Bureau Inc. Videodex Inc.

RECORDER. This is a method which electronically or mechanically records automatically individual set tuning including frequency or channel to which the set is tuned. A. C. Nielsen Co. (Both C. E. Hooper Inc. and The Pulse Inc. have announced recorders ready for commercial use but neither is yet in service.)

PERSONAL COINCIDENTAL. Personal interviews are made throughout the duration of a program or time period, and respondents are queried regarding program exposure in the household at the moment of the call. (No continuing service.)

PERSONAL ROSTER RECALL. Respondents are shown a list of programs and stations and asked to indicate which they were exposed to during the measured time span. The Pulse Inc.

PERSONAL UNAIDED RECALL. Personal interviews are made during which respondents are asked about program exposure for a preceding span of time. Unlike the roster, the personal unaided recall uses no list of programs or stations, depending entirely upon the respondent's unaided memory for exposure information. (No continuing service.)

TELEPHONE COINCIDENTAL. This method employs the same principles as the personal coincidental method except that the interviews are made by telephone. Trendex Inc.

TELEPHONE RECALL. This method employs the same principles as the personal unaided recall except that the interviews are made by telephone. (No continuing service.)

COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL. Respondents are asked in a telephone interview about both coincidental and previous broadcast exposure. C. E. Hooper Inc.

COMBINATION TELEPHONE COINCIDENTAL AND DIARY. This method combines broadcast exposure information obtained by the coincidental telephone method in one sample of homes with information obtained

KJBS 1950 'TWO UMPIRES' AD WAS THE START OF IT ALL

TWO AND A HALF YEARS elapsed between the first meeting of the ARF Radio & Television Ratings Review Committee in July 1952 and the publication last week of "Recommended Standards for Radio and Television Program Audience Size Measurements" (see page 27)—two and a half years of hard work by the full committee and its subcommittee on standards and methods, the working group that actually prepared the report.

But the inception of an analysis of rating methods dates well before that. It began with a full page advertisement for KJBS San Francisco in the July 3, 1950, issue of B•T.

This was an unusual advertisement. It did not talk about the reasons why smart time-buyers should use the facilities of KJBS to advertise the goods and services of their clients. Instead, this advertisement was an open letter to the industry, signed by Stanley Breyer, commercial manager of the station, to call attention to a troublesome if not intolerable situation existing in the San Francisco Bay area because program audiences were being measured by two ratings services whose ratings did not agree.

"Two Umpires Behind the Plate Isn't Any Good in Broadcasting, Either" was the way Mr. Breyer headlined his message. After describing the confusion arising from the variations between the ratings of San Francisco program audiences issued by C. E. Hooper Inc. and by The Pulse Inc., Mr. Breyer suggested that something be done about it.

Specifically, he proposed that the ratings derived from the data collected by Hooper through coincidental telephone interviews and those gathered by Pulse through personal roster recall interviews both be matched against a special coincidental personal interview survey to be conducted at the same time, with the cost of this special survey jointly underwritten by Hooper and Pulse.

This survey should be supervised, Mr. Breyer proposed, by an impartial committee whose membership would include research experts representing Hooper, Pulse, an advertiser, an advertising agency, a station subscriber of Hooper and a station subscriber of Pulse.

Both Hooper and Pulse accepted the KJBS proposal, with some reservations, and a committee was formed and began meeting. Almost immediately, the committee decided that to be of any general value, the proposed survey checking the results of two methods of measuring audience size in a single market area should be enlarged to encompass all methods and enough markets for the findings to be projectable nationally.

The committee reorganized itself, adding more members and relegating C. E. Hooper, president of C. E. Hooper Inc., and Sydney Roslow, director of The Pulse, who had named themselves as members, to observer status, with no vote.

Members of the reorganized committee were: Kenneth Baker, then NAB research director, chairman; Lewis H. Avery, president, Avery-Knodel and then president of Station Representatives Assn.; H. M. Beville Jr., research director, NBC; Matthew N. Chappell, head of the psychology department of Hofstra College; E. L. Deckinger, director of research, Biow Co. and then president of the New York Radio & Tv Research Council; Herbert L. Krueger, station manager, WTAG Worcester, Mass.; Fred B. Manchee, executive vice president, BBDO; A. Wells Wilbor, director of marketing research, General Mills. Rodney Shearer of A. C. Nielsen Co. joined Messrs. Hooper and Roslow as an observer.

The following March [B•T, March 5, 1951] the committee issued a 33-page report proposing an analysis of radio and tv audience measurement methods, comparison of available data and original field experiments to show why different survey techniques agree or disagree. Since Hooper and Pulse could not be expected to finance a project of this scope, which the committee felt would require a budget of $140,000, the committee proposed that the money be raised by the radio and tv broadcasters on an industry-wide basis.

With that, the Special Test Survey Committee disbanded and for nearly a year the proposal for a research project into radio and tv ratings seemed to have expired with the committee. But in the fall of 1951 the Advertising Research Foundation had been reorganized as a tripartite organization, with media admitted to membership for the first time.

One of the first acts of the new ARF was to circulate among its members a questionnaire asking their interest in 35 specific research projects. A great majority of the Foundation's subscribers indicated their desire for a study of broadcast rating methods as one of the first to be undertaken.

And so, the ARF's Radio-Television Ratings Review Committee took over where the old Special Test Survey Committee had left off and, as its predecessor had recommended, began its ratings research by setting standards for broadcast audience measurements and seeing how well each method used to measure audiences can, if pursued to its full potential, come up to the goal set by the committee.

It is noteworthy that a member of the first committee, Dr. Deckinger, now research vice president of Biow, is chairman of the ARF committee, with Mr. Beville also a holdover from the old group to the new. Other members of the ARF ratings review committee are:

Mrs. "Teddy" Anderson, manager of radio-tv research, BBDO; Harper Carraine, director of research, CBS Radio Network; Donald W. Coyle, director of research, ABC; Wallace T. Drew, account executive, Grey Adv. Agency; Jay Eliasberg, coordinator of special projects, ABC; Norman W. Glenn, vice president, Doherty, Clifford, Steers & Shenfield; Robert M. Hoffman, director of planning and development, WOR-AM-TV New York; Gordon A. Hughes, director, market analysis department, General Mills; Oscar Katz, director of research, CBS Television; Howard G. Kuhn, vice president, manager, research department, Compton Adv.

Also William J. Millard Jr., manager, radio-tv research, McCann-Erickson; Hal Miller, manager, media analysis, Benton & Bowles; Richard J. Puff, director of research and sales planning, MBS; Bud Sherak, account research director, Kenyon & Eckhardt; Charles H. Smith, research director, WCCO Minneapolis; G. Maxwell Ule, vice president and director of research, Kenyon & Eckhardt; H. D. Wolfe, director of marketing research, Colgate-Palmolive Co.

Mr. Ule is chairman of the working committee on standards and methods, a subcommittee of the full ratings review group, which developed and wrote the 88-page report. Dr. Deckinger and Mr. Coyle served as members of this subcommittee, to which John MacDonald of the ARF staff was assigned as secretary.

by the diary method in another sample of homes. C. E. Hooper Inc.

COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL. This method combines broadcast exposure information obtained by the telephone coincidental method in one sample of homes with information obtained by the roster recall method in another sample of homes. Robert S. Conlan & Assoc.

The Committee stresses that the report deals "only with the *methods* themselves when practiced to their fullest potential. No statement is made, or should be inferred, as to how closely present practice comes to realization on any given method's fullest potential." The Committee notes that it is planning such an analysis.

Comments from six audience size measurement organizations—ARB, Hooper, Nielsen, Pulse, Trendex and Videodex—take up the last 31 pages of the report.

The Committee's initial recommendation that exposure to a broadcast be measured in terms of set tuning drew comments from all practitioners except ARB, which made no specific comments, and Nielsen, which measures set tuning. **Robert B. Rogers of Trendex** devotes his whole letter to this point. Referring to the Committee statement that tuning is the only "unambiguous" method, he says: "The Committee makes an ambiguous statement when it recommends tuning as the standard . . . because a measurement of sets 'tuned' to a program is not a measure of the size of the program's audience. Isn't it much more *unambiguous* to accept the word of a respondent as to whether he or anyone in his home was or was not part of the program's audience? . . . Tuning is a mechanical process. The device now used to record tuning is a machine . . . but audiences are not machines and they will never be mechanized."

Allan V. Jay of Videodex comments: "The text should cite a difference between tv and am. Tv sets turned on have more likelihood of being attended in the physical sense of presence than am."

"Your analysis boils down to an excellent promotion piece for the A. C. Nielsen Audimeter," writes **Sydney Roslow of Pulse.** Noting that his organization has its own recorder, DAX, Dr. Roslow states: "In our estimation, piddling-size machine samples . . . cannot stand up against the validity and superiority of our carefully pre-tested U. S. Pulse Tv, which provides 67,000 interviews a month. . . .

"We have found that people *do* have the capacity to identify correctly their viewing and listening, as substantiated in tests by Pulse and others. For example, 97% of families do *not* pretend to have been listening to radio when they were *not*. . . ."

Mr. Hooper's comment cited a 1939 study of Archibald Crossley showing "that up to 20-25% of tuning was unaccompanied by listening" and continued, "The difference between the two represents something of no value to the advertiser . . . Furthermore, the ARF report sets the same low standard, 'tuning', for both radio and television behavior measurement, ignoring the fact that television's audience behavior includes three measurable levels of attentiveness; watching; listening, minus watching; tuning, minus listening and watching.

"Though serving an *Advertising* Research Foundation, the Committee overlooks the fact that 'watching' and 'listening,' like advertisement impressions, are psychological experiences. Only the person going through those psychological experiences can testify that they are

THE POTENTIAL OF RADIO-TV PROGRAM AUDIENCE SIZE MEASUREMENT

THIS TABLE CONSIDERS ONLY METHODS, NOT THE WAY THEY

	DIARY	RECORDER	PERSONAL COINCIDENTAL
INFORMATION STANDARDS†			
A. Basic Information Standards			
1. Exposure to a Broadcast Should Be Measured in Terms of Set Tuning	Yes	Yes	Yes
2. The Unit of Measurement Should Be the Household	Yes	Yes	Yes
3. All Sets Owned by the Household Should Be Measured	Yes	Yes for Tv No for radio—does not measure battery and portable sets	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible
4. The Entire Reception Area Should Be Measured	Yes	Yes	Yes
5. The Measurement Should Be Representative of All Households	Yes	Yes	Yes
6. The Measurement Should Report the Average Instantaneous Audience	No—in a practical sense only a total program audience size measurement is possible	Yes	Yes
7. The Measurement Should Express the Number of Households Reached	Yes	Yes	Yes
B. Supplementary Information Standards			
8. Total Household Audience	Yes	Yes	No—measures only average instantaneous audience
9. Unduplicated Household Audience to Two or More Broadcasts	Yes	Yes	No—measures only average instantaneous audience
10. Program Audience Size Measurements as Per Cent of All Households	Yes	Yes	Yes
11. Households Using Receivers	Yes	Yes	Yes
12. Audience Characteristics a) Individual b) Household	 Yes Yes	 No Yes	 Yes Yes
13. Program Audience Size Measurements for Specific Segments of a Program, Such as Commercials	No	Yes	No—sample requirements prohibitive
14. Full Network Audience by Specific Time Periods	Yes	Yes	Yes
PROCEDURE STANDARDS†			
15. The Program Audience Size Measurement Should Be Based Upon a Probability Sample	Yes	Yes	Yes
16. The Program Audience Size Measurement Should Be Based Upon the Audience During a Single Week	Yes	Yes	Yes
17. The Measurement Should Be Reported for Each Commercially Sponsored Segment of the Broadcast	Yes	Yes	Yes
18. All Broadcast Hours from 6 A.M. to Midnight Should Be Measured	Yes	Yes	No
19. The Measurement Should Be Available at Varying Frequencies, Depending Upon the Importance of the Market	Yes	Yes	Yes
20. The Measurement Should Be Available Within One Month of the Last Measured Broadcast	Yes	Yes	Yes
ACCURACY STANDARDS†			
21. There Should Be Adequate Control of Sampling Errors	Yes	Yes	Yes
22. The Net Effect of Non-Sampling Errors Should Not Exceed the Sampling Error a) Non-Response	Yes	Yes	No—the relatively low completion rate cannot be reduced by call-backs
b) Conditioning of Tuning Behavior	No—may affect both type and amount of exposure	Yes—minimizes exposure behavior	Yes—interview cannot affect past exposure behavior
c) Reporting or Recording Errors	No—subject to inaccurate and incomplete recording	Yes—if mechanical failures negligible	No—subject to respondent reporting problems
d) Processing Errors	Yes	Yes	Yes

† The audience size measurement methods are evaluated for each standard independently without any consideration of the possible interrelationships among the standards themselves.

METHODS UNDER HIGHEST STANDARDS OF RESEARCH IMPLEMENTATION (Based on present known technology)

ARE EMPLOYED BY ANY PRESENT RATING SERVICE*

PERSONAL ROSTER RECALL	PERSONAL UNAIDED RECALL	TELEPHONE COINCIDENTAL	TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND DIARY	COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible	Yes	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes—if telephone ownership approaches saturation	Yes—if telephone ownership approaches saturation	Yes—if telephone ownership approaches saturation	Yes	Yes
No—in a practical sense only a total program audience size measurement is possible	No—in a practical sense only a total program audience size measurement is possible	Yes	No—in a practical sense only a total program audience size measurement is possible	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	No—measures only average instantaneous audience	Yes	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
No—except for periods of roster interview	No—except for periods of roster interview	No—measures only average instantaneous audience	No—except for periods of roster interview	No	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes
No	No	No—sample requirements prohibitive	No	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	No	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes—although all exposed not available on first and subsequent calls	Yes—although all exposed not available on first and subsequent calls	Yes—with completion rate higher than personal methods	Yes—although all exposed not available on first and subsequent calls	Yes—with completion rate higher than personal methods	Yes	Yes
Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	No—contains diary biases	Yes—interview cannot affect past exposure behavior
No—subject to memory failure and prestige bias and incomplete reporting	No—memory and prestige biases maximized; subject to incomplete reporting	No—problems of incomplete reporting for all household members	No—subject to memory failure, prestige bias and incomplete reporting	No—problems of incomplete reporting	No—has telephone and diary biases	No—has errors of telephone coincidental and personal recall
Yes	Yes	Yes	Yes	Yes	Yes	Yes

* See story for explanation of scope of report.

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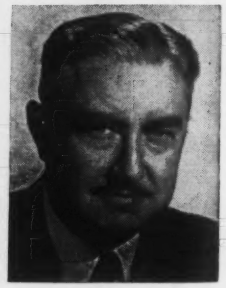


MR. HOOPER

THE UNTIMELY death of C. E. Hooper (l), president of C. E. Hooper Inc., a few days before publication of the ARF ratings report, stilled the voice of its severest critic. James L. Knipe, executive vice president and general manager (r), now is operating head of the Hooper organization.

MR. KNIPE

occuring. They cannot be measured by the movements of a piece of piano wire or by an electric current passing through the wires of a nearby piece of equipment."

Mr. Hooper accused the Committee of adopting "standards of the lowest, rather than the highest level of significance," in setting the household as the unit of audience as well as in setting tuning as the standard for behavior. "Different members of the household are prospects for different products on different programs," he stated. "It follows that the unit to be measured should be people, not houses, and that the ambiguity introduced by the word 'household' should be avoided by its elimination."

"It is our considered conviction," Mr. Hooper observed, "that these two low standards, 'tuning' behavior and the 'household' unit, have been set with the limitations of the recorder rather than the interests of the broadcast advertiser in mind."

Similarly, the Videodex letter says: "The household base is not as meaningful from a marketing evaluation standpoint as viewers . . . Do tv sets buy products or do people? If the former, then the committee's selection of the household base is supported. If the latter, then it should be rejected and the 'viewer' concept substituted."

On sample size, Videodex comments: "A 1,200 minimum national sample, bearing any semblance to allocation by television set density or population would find less than half the present markets with one or less members of the sample. This would become a multi-city statistic rather than one nationally projectable. Even the properties of disproportionate sampling would not accommodate the problem of this size sample."

Pulse cites the report's statement: "To get the same reliability in local audience size measurements, the same sample size (1,200) would be required. However, less precision is required for local measurements." Pulse then wonders "how the spot advertiser feels about your conclusion."

The Committee's recommendation of average instantaneous audience size measurement as the standard and its relegation of total audience measurement to supplementary, drew fire from both Videodex and Pulse. Videodex calls the average instantaneous audience measurement "analogous to counting a person who touches three magazines at a newsstand and decides to buy one as a reader of all three. This attempt at sensitivity measurements is a desirable objective . . . The average total audience type of measurement satisfies this and has the property of fuller projectability, which average instantaneous audience does not."

Pulse quotes from the report: "The Committee recognized the value of a total audience measurement, but designates it as a supplementary standard," and asks: "With that jolly little denial of your principal objective—why then all the bother?"

The Videodex letter notes that the report mentions in a footnote that it does not discuss the plan for using a combination of recorder and diary methods announced by Nielsen because the method was not being practiced commercially at the time the report was written. Videodex calls this "inconsistent" on the part of the Committee, since the report does include three other methods—personal coincidental, personal unaided recall and telephone recall, which, says Videodex, "have no practitioners at this point nor even the remotest prospect of such in the near future."

Commenting further on combinations of methods, Videodex says: "It is a known fact that the biases peculiar to a single method when combined with another separate and distinct method are compounded in combination . . . Yellow and blue are my favorite colors. When they are combined they no longer have the original identifiable properties . . ."

A "major concern" is expressed by Nielsen that the Committee's evaluation of the "potential quality possible by each different method if the highest degree of refinement is used in carrying out the method in practice" will be associated wth the practitioners of that method, "regardless of the degree to which they actually carry out many of the important refinements indicated as possible. This is tantamount to assuming that each concern has endeavored and succeeded to the same degree in achieving maximum refinements . . . Many of the deviations are of great importance and create cost differentials most advantageous to those who least carry out the Committee's recommended standards."

The fact that Edgar Kobak, ARF president, is also a consultant to A. C. Nielsen Co., was noted by Mr. Hooper with the comment: "Naturally, this situation was deeply disturbing to us. We could not visualize the possibility of Mr. Kobak's disassociating himself from this proposed investigation of the rating methods and so we could not visualize the possibility of an objective report. That the final report on ratings services was predestined to be what would amount to a promotion piece for the electric recorder method appeared to us to be inevitable from that date foreward. However, the report now publishing follows a pattern from beginning to end which exceeds our worst expectations."

In reply, the Committee states that the Hooper comments "are not well founded."

"Mr. Kobak attended the first meeting of the full Radio & Television Ratings Review Committee on July 28, 1952. He addressed the Committee on the importance of the matters it would be dealing with. He also disclosed to the Committee that he numbered amongst his own personal clients users of rating services and a rating service as well. He thereupon left the meeting and has never since attended any meeting of the full Committee or of any of its subcommittees. Neither has he ever expressed by written or verbal communication of any sort, to any person on the Committee or any of its subcommittees, or in any way connected with the work of any of them, his views as to anything they were doing or proposed doing. We on the Committee have no idea of what he personally thinks of our work and he has never in any manner, directly or indirectly, attempted to influence the course of our deliberations or activities on any subject."

SPOT CAMPAIGNS SET BY 16; AT LEAST 8 MORE TO RENEW

1955 will be off to a vigorous start with many of these radio-tv schedules to get underway early in January.

SPOTS will burst into the new year with a shout.

At least 16 advertisers are now preparing campaigns, with another eight or more signing renewals on present schedules.

Clients currently planning spot campaigns include: Carter Products (pills and Arid), Reader's Digest (newstand), duPont's Parzate and Fermate, National Gypsum Co., Dolcin Corp., Maine sardine industry, Lever Bros.' Breeze, Allied Chemical & Dye Corp., General Cigar, Relaxa-Pillow, Barbasol Co., Durham-Ender Razor Corp., General Electric tv receivers, Lever Bros.' Rinso, Packard and Nabisco cookies.

Advertisers contracting for renewals are: Salada Tea, Chase & Sanborn, Block Drug (Amm-i-dent), Colgate's dental cream, Mathieson Chemical Corp., Esso Standard Oil Co., Colgate's Halo shampoo and Atlanta Refining Co.

Details on the campaign follow:

• Carter Products, New York, through Ted Bates Inc., is placing a daytime spot schedule in 125 television markets and 30 radio markets starting Jan. 3 for 13 weeks. Carter's pills will be promoted on the tv campaign while Arid and the pills will be plugged on the radio list.

• Reader's Digest, Pleasantville, N. Y., through BBDO, New York, will use a radio spot announcement campaign in 40 markets to promote newsstand sales starting Dec. 28 and continuing until Jan. 7.

• DuPont's Parzate and Fermate (tobacco molds), Wilmington, Del., through BBDO, New York, will use a campaign in about 45 radio markets in the tobacco area starting in February and running through April.

• National Gypsum Co., Buffalo, through BBDO, New York, is placing a quarter-hour show on a spot basis in 20 television markets, starting in mid-February.

• Dolcin Corp., New York, through Victor Van Derlinde, New York, will buy a radio spot announcement schedule, mostly in the Southeast, effective early in January, in 20 to 25 markets.

• Maine sardine industry, Augusta, Me.,

(A&A continues on page 51)

WMAR-TV

Speaking of FIRSTS . . .

CBS TELEVISION

FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurted to 575,174 sets in the latest (November 1, 1954) official count.

FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951.

Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

*When two or more stations were on the air in Baltimore

CHANNEL 2

WMAR-TV (CBS)

SUNPAPERS TELEVISION
BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

BAB's first and only business has always been the promotion and sale of Radio advertising.

That's why the Broadcast Advertising Bureau Inc. was chartered four years ago and has been supported by 835 radio stations, all four radio networks, and all the principal radio representatives.

We felt it was long past time that our corporate name reflected our sole interest. That's why our name after January 1, will be the RADIO ADVERTISING BUREAU INC.

We have a new name but the same point of view: America can be sold faster, more completely and at less cost through its 111,000,000 radio sets than in any other way.

R A B

Radio Advertising Bureau, Inc.

270 PARK AVENUE, NEW YORK 17, N. Y.

(formerly Broadcast Advertising Bureau)

GEORGIA

by J. Frank Beatty

A BILLION-DOLLAR MARKET IS BOOMING ALONG TOBACCO ROAD

EVERY DAY, winter and summer, thousands of motorists highball past a four-foot concrete road marker on Route 1, 10 miles south of Augusta, Ga.

Few ever slow down long enough to read the faded lettering on the post, a hip-high miniature of Washington Monument. On one side the marker bears the legend "U. S. 1"; on the other, scarcely legible, "Tobacco Road."

Along the centuries-old Tobacco Road trail once rolled horse-drawn kegs of tobacco dispatched by Tennessee and Georgia growers to the Savannah River, a few miles to the east of U. S. 1. Just a generation ago the trail was still spotted with the tattered hovels that inspired Erskine Caldwell's famed story.

Georgia has changed, completely and overwhelmingly, in this generation.

Tobacco Road, too, has changed. The section of the trail just west of U. S. 1 now has a new name:

"Fifth Avenue, Camp Gordon."

At the southeast corner of the U. S. 1-Tobacco Road intersection is the Holloway Insurance Agency's branch office, with a sign, "Order auto tags here."

Kitty-cornered is No. 1 Service Center, "Motor tuning and wheel alignment."

A few miles to the east, where Tobacco Road kegs were started on a water-haul to the port of Savannah, there now stands a monument to modern Georgia—the New Savannah Lock and Dam, part of a vast navigation, power and flood-control project.

Not far away on the other side of the river, in South Carolina, is the vast Savannah River atomic energy plant that turns out the stuff used in hydrogen bombs.

A southern newspaperman, Louis G. Harris, managing editor of the *Augusta Chronicle*, put it this way, "Within a few miles of old Tobacco Road are the symbols of the past, present and future."

The stains left by the Caldwell drama, with its literary and staging liberties, still color the conceptions held by millions of Americans who haven't discovered that:

- Georgia is a new and prosperous market that bears little resemblance to the pre-World War II economy.
- It is the newest industrial empire east of the Pacific—and one of the fastest growing.
- The cotton-naval stores agriculture of pre-war days has blossomed into a diversified farm system using modern techniques and enjoying a nine-month and longer growing season. Farm income is up 369%; nine of ten farms have electricity.

Population is increasing steadily—3,124,000 in 1940, 3,580,000 in 1954. Migration into the state is growing every year. Young people no longer are moving out of what was once labeled "a backward state."

The result:

- Georgia is one of the nation's better markets as family and per capita income rise spectacularly.

Advertisers are learning that:

- Georgia's average family spends $4 for every $1 spent in 1940; total incomes now reach $4 billion a year.

Only two unpainted houses remain on the eastern stretch of old Tobacco Road, an area so shabby after World War I that it inspired one of the most widely-attended stage dramas of all time.

Georgia, the home of Tobacco Road, has had its face lifted, its economy refurbished and its agriculture modernized.

Its recent physical progress matches that of any other state. Socially, too, it is keeping pace with the rest of the nation.

The state's race problem is typical of the South, and involves deep social controversies, but it is tempered by astonishing economic and cultural progress among the Negro population (nearly 40% of the total).

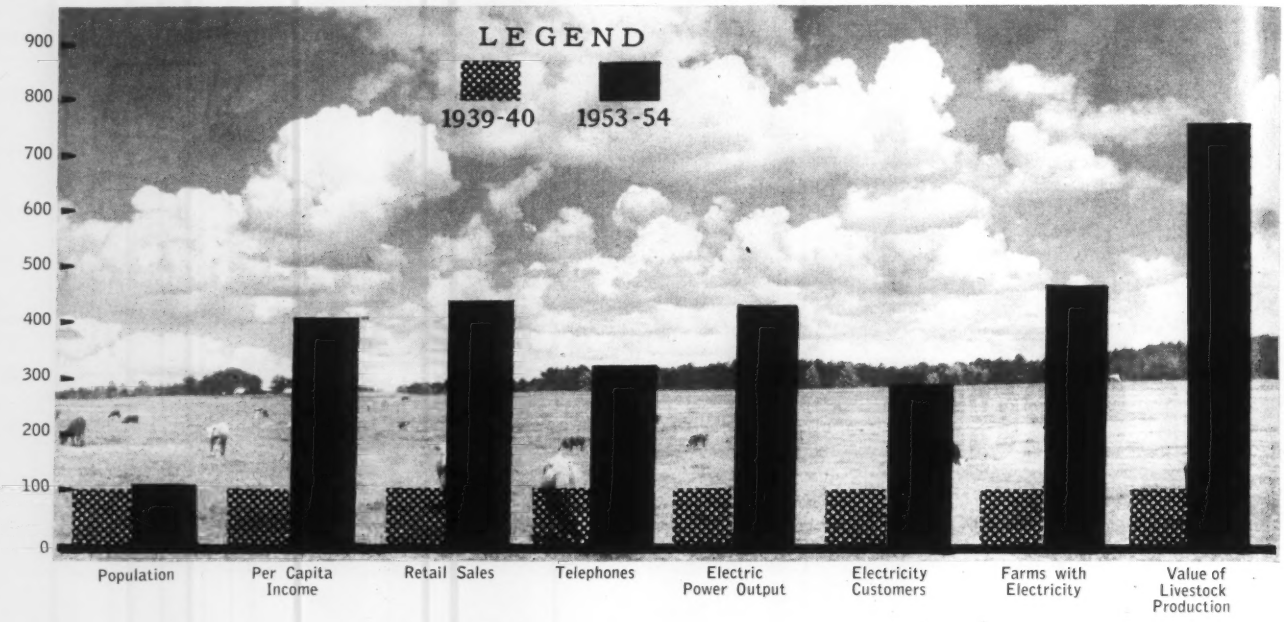
A New Georgia has emerged since World War II—a state blessed with natural resources that provide a solid basis for future expansion.

The Tobacco Road story portrayed the poor white man of a recent generation.

The Negro of that era was a poor cotton-picker or low-paid servant. Natives recall that a Negro servant could be hired two decades ago for $3.50 a week and "pan-totins"—the right to carry food back home in the evening. Today that young lady is getting a minimum of $15, but more likely she is working in a mill or office building for anywhere from two to three times that amount.

Many a white resident of the post-World

INDICES OF 15 YEARS OF GEORGIA ECONOMIC PROGRESS



War I Tobacco Road seldom saw as much as $3.50 a week. Today eastern Tobacco Road is part of far-flung Camp Gordon where thousands of comfortably housed military and civilian personnel spend heavily in nearby Augusta.

Georgia, incidentally, is dotted with big military bases planted there because of the year-round mild weather and natural resources.

A 2,000-mile drive around major cities and into interior counties vividly demonstrates that:

Georgia, with the help of World War II stimulus, is setting an economic pace portending progress beyond the wildest dreams of its once-proud first families. Largest state east of the Mississippi, its natural resources and climate provide magnets that are drawing industrial plants by the hundreds—plus the perimeter atomic energy plant on the Savannah River.

Its cities and farms are wearing modern motifs. New homes are appearing in flocks, fast replacing unpainted shacks.

New roads are being built. Utilities are expanding their facilities. Banks are multiplying their turnover. Stores have just enjoyed record Christmas buying despite the fact that Georgia, along with the rest of the South, is emerging from the worst drought in recorded history.

The Georgia market is modern and active. Georgians live well and spend heavily. The motorist might easily believe he is in Ohio, Michigan or New York State, particularly around the cities.

Climate is mild, coming well within the hot and cold extremes of much of the United States. Transplanted Yankees and Westerners—and Georgia is full of them—love the climate in Atlanta and many other cities. Winters are relatively mild except in the northern mountains, and newcomers insist that summers aren't as bad as those in many midwestern and northern states.

Shopping centers are springing up around the state, matching the rest of the nation. Air-conditioning is everywhere. Roads are crowded at peak periods, but Atlanta, for example, is forging ahead of most large cities with its developing system of express roads.

Georgia is sprouting. To quote Thomas P. Wright, account executive of Tucker Wayne & Co., major southern agency, "You can hear it growing when you wake up in the morning."

This vast area of 37,680,640 acres—bigger than Maine, Massachusetts, Connecticut and Maryland combined—is interlaced with 90,000 miles of improved highways. In the last fiscal year, the state spent over $60 million on highway facilities.

Highway Progress

The New York-Miami driver may cuss occasional rough stretches and pray for hastened completion of the new four-lane divided ribbons, but the system as a whole is good enough to provide alert patrols with frequent violations of the 60-mile daytime speed limit.

Georgia still squirms, however, at mention of the open-range era as northerners recall, with snorts, the gaunt cattle that once nibbled roadside grass with the aid of protective laws.

"Take it easy, Yank, or you'll discover that you've just bought yourself a cow and new car," motorists were once warned by service station attendants. Today the open-range privilege has been abolished by all but one of the 159 counties, with fences going up everywhere.

Georgia has been glamorized as well as painted in the raw by novelists. The Georgia moss hanging from live oaks has inspired writers of books, plays and poems. The pillared mansions of Savannah, Augusta and other cities that escaped Sherman's torch-wielders are centers of literary and tourist attention, though some of them house once-aristocratic families described as "barefoot but proud."

Modern Georgia cherishes these traditional attributes, but keeps them in their place. Many pillars have given way to low-roofed houses built in the modern manner. Cotton fields are disappearing, or dwindling in size.

As recently as the late '30s, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta, "the standard symbol of prosperity was a wringer-topped washing machine on the front porch where everyone might observe the healthy state of the household finances."

"Today," he said, "the washing machine has been replaced by a high television antenna on the roof."

All through rural and small-town Georgia 20- and 30-foot masts support intricate antenna arrays that pull in distant tv signals.

Georgia households, bereft of their once ample supply of cheap servants, have bought more than their share of labor-saving appliances. They have low-cost electricity to drive their appliances. Two-car garages are numerous. Lincoln and Cadillac ownership is high.

Cities are spreading out by the mile. Towns are growing.

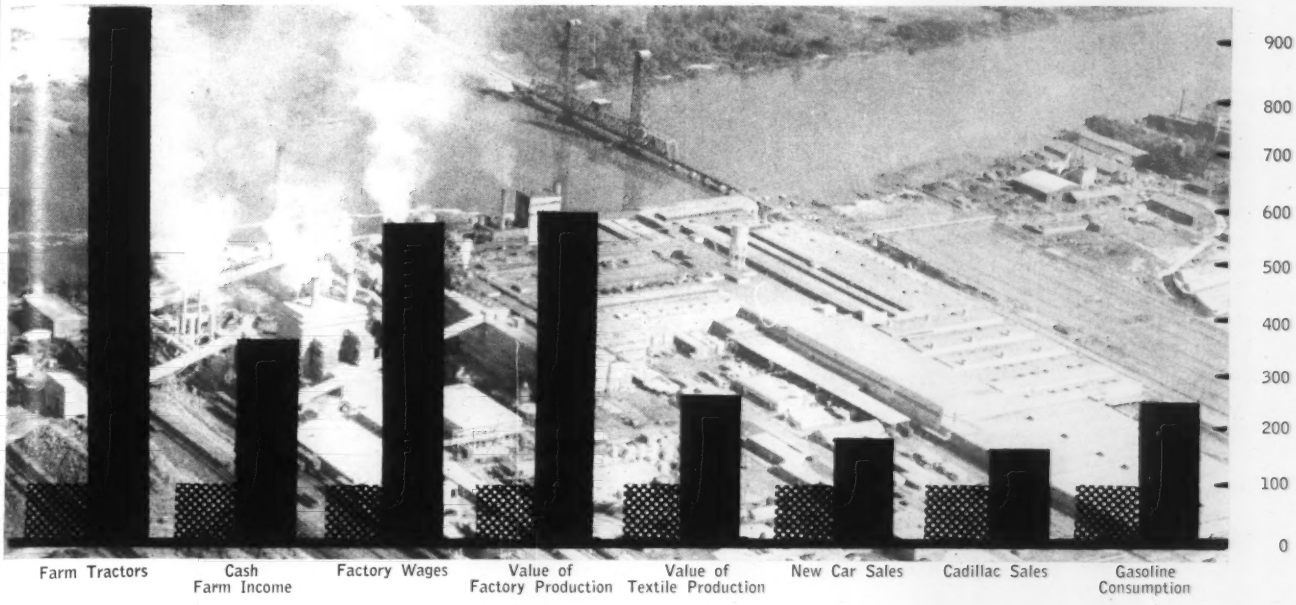
Georgia is a state of new industry, new agriculture and new life. The economic indices tell a story of a market that no advertiser can afford to overlook.

How did all this come about?

No one thing started it, according to Mr. Outler, who recalled an observation once made to him by George C. Biggers, president of Atlanta Newspapers Inc. (WSB-AM-TV). "Georgia is the last frontier in the United States," Mr. Biggers said.

To which Mr. Outler added, "If there's a frontier anywhere, somebody's going to

1953-54 LEVELS SOAR ABOVE 1939-40 INDEX VALUE OF 100



grab an axe and wife and hew himself an empire. Georgia is an open-air-year-round state, with economical fuel consumption. The former 'cheap labor' attraction that drew textile interests has gone up the creek."

While Georgia income is headed upward, the level is still below the national average and there are plenty of poor people.

Necessarily the detailed story is statistical and commercial. A scanning of the data will show why Georgians believe that Horace Greeley might have said in 1955, "Go to Georgia, young man."

Industry was slow moving southward into Georgia, mainly because it was farther from the northern factory areas and the migrating firms tended to take new roots in Virginia and the Carolinas.

Fifteen years ago Georgia's total manufacturing output was around $675 million. Today the lumber industry alone has reached that point; total factory production is $4 billion, over six times the 1939 figure.

A drive through the state's northern hills, where rainfall is heavy and the rivers originate, into the rolling plateau and plains areas will quickly show why the state's industrial potential has scarcely been touched. There's timber land for the textile, paper, chemical, naval stores and lumber industries; water for the rivers that are being equipped every year with new hydroelectric generating facilities; mild weather for economical factory operation and an ample supply of human resources to operate equipment and service facilities.

With both steam and hydroelectric plants, the state has a reliable supply of power that is available at low rates from Georgia Power Co., serving 530,000 customers in four-fifths of the state, and Savannah Light & Power Co., the principal producers. Generating capacity has about tripled since World War II.

Use of gas has more than tripled in recent years. Soft water is abundant, which is especially appreciated by the textile industry. The government's atomic energy plant on the Savannah River every day takes out more water than the entire city of New York uses and then puts it back in again below the plant.

Thirty-five railroads bring the most remote counties into quick contact with markets and shipping points. Fourteen of the carriers are Class I. Most of the big lines use diesel equipment. The Atlanta Freight Bureau, a non-profit concern, operates a shipping pool that saves time and money for less-than-carload shippers.

The only major seaport is at Savannah, where private docks and new state facilities are bringing the city's tonnage upward. In the works are nine-foot channels that will bring waterborne traffic up to Augusta on the Savannah River and to Columbus on the Chattahoochee.

Branching Factories

Major American manufacturing and distributing concerns are swarming into Atlanta and other Georgia cities with new plants and branch assembly units. Ford and General Motors saw years ago what would happen in the state as well as in the South. Since Atlanta has long been regarded as the industrial capital of the South because of its central location and advantages as a distributing point, industries have been drawn to Georgia at a rate surpassing almost any other state.

The government has joined the parade by putting branch offices in Atlanta. More important, the Pentagon is South-minded because of mild weather and natural advantages, and Georgia has a military population of around 100,000. Pentagon sources place the annual payroll at about $260 million. The figures do not include civilian employes at bases or the families of military and civilian personnel.

The impact of assembly and distribution plants goes far beyond the value of units turned out. General Motors, looking far ahead, put an assembly line in Atlanta 25 years ago on a 30-acre site. The more recent BOP (Buick-Oldsmobile-Pontiac) plant, on Peachtree Industrial Boulevard, has 17½ acres of roof. Just a fortnight ago GM opened a huge service training center.

Here's what a setup like this adds up to (1953 data):

215,151 cars and trucks produced
$25,458,635 spent with 500 Georgia firms for services and supplies
5,165 persons employed; $23,611,923 payroll
$49,160,558 combined payroll and expenditures

Purchased in Georgia were springs and bumpers; tires and wheels; paints; tools; upholstery materials; solder and welding rods; body sealing materials; miscellaneous rubber parts; pressed metal parts; and nuts, screws and bolts. These supplies have gone into nearly 2½ million cars since 1928.

The range of Georgia's industry is typified in a story told by Jack Tarver, general manager of the *Atlanta Journal* and *Constitution* on a Dec. 5 WSB-TV forum. Henry W. Grady, famed *Constitution* editor and a legend in American journalism, once told the story of a Pickens County burial in the reconstruction years, Mr. Tarver said.

"All the South furnished for the burial was the corpse and the hole in the ground," Editor Grady was quoted as saying.

"Today," Mr. Tarver continued, "dozens, even hundreds, of Southern businesses and industries furnish everything from shoes to shovels for a funeral."

CELANESE CORP. MAKES RAYON AT ROME . . . . . EXPRESSWAYS MOVE TRAFFIC AT ATLANTA

Within recent memory, Mr. Tarver added, "our biggest export crop was young people. We never missed a crop of those. Today there are job opportunities and the young people are realizing that and are staying at home."

Pay is usually good, by U. S. standards, in Georgia industries with 7,250 plants employing 300,000 workers. There are pleasant jobs and dirty jobs, as in any other area, but the average Georgia plant is a lot newer and more comfortable to work in than its northern counterpart. While the big wage differential that once drew northern industries southward has been disappearing, output per worker is higher, according to many Georgia businessmen. They ascribe this to good working conditions, comfortable homes and an extremely low foreign element. The state is not as heavily unionized as many northern areas.

With its thick evergreen forests, Georgia is the leading lumber state in the South and fourth in the United States. Pulpwood cutting for paper mills supplies a paper industry, total value of paper and pulp running $239 million. Production of paper and related products such as bags and containers has grown 2½ times since pre-World War II days. Value of lumber, pulpwood and paper products and naval stores exceeded $600 million in 1953.

One mill alone—Union Bag & Paper Co. in Savannah—uses 200 carloads of pine logs every day. The plant employs 7,000 persons with another 10,000 in the woods plus those engaged in shipping and service facilities for raw material and finished products.

Pulp industries have invested $2 billion in Georgia plants in two decades. Actually, the preponderance of industries built in the state consists of brand new plants and not merely transfers from other areas.

Gov. Herman Talmadge told a mid-December dinner group that Georgia is getting new industries at a faster rate than any other southeastern state. Without offering any special bait or lures, the state has attracted 400 major new industries in the last 20 months, he said.

The transportation industry is up 1,000% in a decade-and-a-half, led by auto assemblies and aircraft production, compared to about 210% for the U. S.; primary metals, up 225%, U. S. 80%; electric machinery, up 220%, U. S. 280% (tv sets a factor); fabricated metals, up 200% in physical output, 80% for U. S.; machinery (except electrical), up 190%, U. S. 202%; food manufacturing, up 175%, U. S. 85%; textiles, up 157%, U. S. 63%; lumber, up 113%, U. S. 158%; apparel, up 116%, U. S. 39%; furniture, up 74%, U. S. 55%.

Cost-minded management, looking southward toward Georgia's resources, will find another attraction in the state's tax structure. Because its debt is low and because the tax policies are favorable to industry, the state has been the logical selection for new plants that have provided thousands of jobs and a $75 million payroll in less than two years.

The calibre of industries is going up as the state, with Army help, has developed skilled labor of the type used in electronics, pharmaceutical, chemical, electrical and other plants.

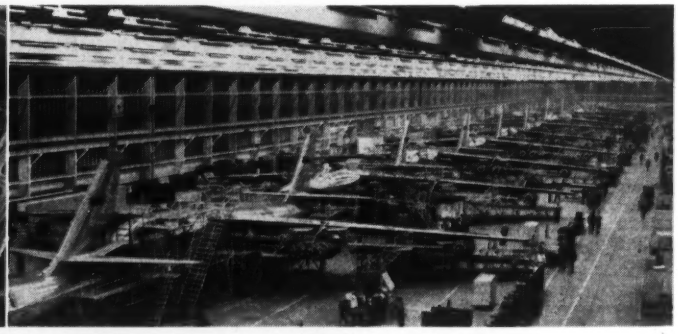
Communities are competing with each other in offering labor, materials, low power costs and natural resources to industry.

The northern part of the state is growing the fastest because it is closer to neighboring industrial states. Central Georgia, however, is catching up and the predominantly rural plains area is starting to acquire large and small plants.

This year alone the list of 120 major new plants includes the big Rayonier mill at Jesup and GE transformer plant at Rome, each over $25 million, and Rome Kraft Co., $30 million.

Mineral resources of the state have scarcely been touched, particularly in the nonmetallic industries. Marble and granite are of high quality, the white marble being famed around the world. In the northwestern area are limestone, cement, iron ore, manganese, sand, clay and others. The northern and central areas have gold, asbestos, mica, talc and others. In the plains counties are kaolin, used for china clay and paper filler, bauxite (aluminum), peat, cement and clays. The mica is described as high in quality and in good supply. It matches foreign varities for electronic gear. Oil drilling is just getting underway but much land has been leased in anticipation of untapped reserves.

A new industry in the service category is centered around hotels, which are being modernized, and the hundreds of motels that line arterial roads. Each of 8 million tour-



GENERAL MOTORS BUILDS CARS AT ATLANTA . . . . . AND LOCKHEED BUILDS BOMBERS AT MARIETTA

WSAV reaches more homes

than any other Savannah medium!

The Savannah Seaboard market is worth going after—a million plus people in 79 counties in three states, people who spend $557,206,000 annually in retail sales.

How to sell all this market? Simple! Use WSAV at 630 KC, the station that reaches more homes, more people than any other medium in the market. And, the station that penetrates deepest because it serves best. Ask any Blair man or Harry Cummings for the full Savannah Story.

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

NBC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

"THE FUTURE BELONGS TO THE *SOUTH*"

"Bulging at the Seams" . . .

. . . the South's MIRACLE Market—AUGUSTA, Georgia—the Dynamic center of the South's greatest GROWTH area.

. . . fifteen miles from downtown Augusta is the world's first Hydrogen Bomb Plant—with its thousands of construction and operating workers. Camp Gordon, the largest Signal Corps Center in the world, is just 8 miles from Augusta.

. . . and with this great growth comes a NEW SOUND — W B I A Radio (formerly WJBF). With new ideas, new programs and aggressive promotion W B I A is moving out in front fast.

. . . Augusta's 2-county metropolitan population is in excess of 244,800 people! 95% live within 10 miles of the WBIA antenna.

NBC AUGUSTA wbia

See your FORJOE Man—or—DORA-CLAYTON (Atlanta) for complete details.

ists is estimated to spend nearly $300 a year in the state, which is a year-round resort. The famed Sea Island and St. Symons Island hotels match the finest in the land as the balmy ocean weather draws vacationers from all over the nation.

In Georgia, agriculture is a billion-dollar enterprise, according to a state compilation that includes fisheries, naval stores, clay products and related items.

Had a drought of the 1953 intensity struck the state two decades ago, the effect would have been crippling. Cotton pickers, paid by the pound, had never bent over as far as they did last September. Skimpy, parched plants were sorry fodder, too, for the big cotton-picking machines.

But Georgia is no longer existing sparsely on a one-crop farm system. Value of the 1953 cotton crop was $140 million, but this was hardly three-fifths of the livestock income and not a whole lot more than the $120 million chicken nestegg.

American agriculture knows no more dramatic stories than the development of Georgia livestock and chicken production. Of the state's 37.5 million acres, 7 million are in harvested cropland, 6.8 million is pasture and 13 million in forests.

Georgia's geographical advantages, ignored for many decades, are being utilized at last as the state develops year-round pastures and 9 to 12-month grazing. Today's plump steers, carefully bred, scarcely resemble the bony animals that once grubbed along highway ditches.

All rural America marvels at the development of Georgia's 12-month pastures. Blessed with ample rainfall and a long growing season, farmers are fast expanding their acreage of 12-month grass mixtures. For the hot and not-so-humid summers, Coastal Bermuda provides a lush diet for steers. This grass is blended with Dixie Crimson Clover, which volunteers every year in the manner of the Bermuda strain. The mixture can be grazed every day of the spring, summer and autumn.

As for winter, the answer is Kentucky 31 Fescue. This flora, obliging like its fellow pasture grasses, volunteers every winter, year after year. The result—12 months of grass in permanent pastures. In 2½ decades the area of permanent pastures has been built up from 811,000 to 3½ million acres.

Western cattlemen who gaze over bright Georgia pastures that accommodate one animal per acre, with little need for costly winter fodder and housing facilities, have been known to hurry home to sell their ranches, which often need 20 acres to nourish a steer. As many as nine animals are fed on some Georgia acres in some seasons.

A Georgia farmer can set aside some of his cotton acres for pasturage with the aid of perhaps $2,500 from the bank and within two or three years have a cozy cattle business under way.

All Georgia is divided into three areas. The northern segment is traversed by the Blue Ridge chain, with humps and saddles piercing almost to the 5,000-foot mark. Drenching rains totaling as much as 80 inches a year spawn the rivers that flow to the southeast and southwest, insuring a year-round flow that supports industry and commerce.

The middle or Piedmont foothills section is broadly rolling in character. It reaches southward to a fall line crossing the state from Augusta through Macon to Columbus.

Three-fifths of Georgia lies in the southern coastal plain segment, gently rolling for the most part and not as far advanced industrially as the nothern area.

Among the three sections can be found seven of the nine climates in the United States. In general, summers are hot but neither extremely hot nor tainted by the long spells of sizzling heat that parch the Midwest and Southwest. Winters are mild, by northern standards, but even a roving Yankee newsman will experience an occasional December shiver in Savannah or Atlanta.

The growing season averages 230 frost-free days in the northern counties, 260 in the southern plains. Many Georgia farmers are able to take advantage of this climate by raising two and three crops a year, exporting northward in the spring to beat cold-climate farmers and again in the fall when the frost is on Yankee pumpkins. Average rainfall for the state as a whole is 48.41 inches.

Many pecan farmers double in grass. The nutriments that encourage pecan trees to yield over 50 million pounds of nuts worth nearly $8 million are just as nourishing for pasture grasses. That's why livestock can be found grazing under the shapely trees that mark pecan groves.

In centuries past, and today as well, Georgia has turned its vast pine forests into a cash crop. The long-leaf, loblolly, shortleaf and other strains can be cut indefinitely without reducing timber resources, thanks to selective cutting and the annual planting of hundreds of millions of seedlings that reach cutting size in a decade-and-a-half.

Georgia has achieved another agricultural miracle that has contributed substantially to its billion-dollar enterprise. This is the broiler industry centered in nothern counties around Gainesville. In a little over a decade Gainsville has become the world's broiler capital. This isn't due to any special productive yen on the part of Georgia's chickens, according to those who observe rural progress. Rather it is a carefully planned achievement of enterprising growers who built up their production from a few million less than two decades ago into an output of 121 million broiler-fryers in 1953. Eggs aren't much of a crop, by broiler standards, but each 1,000 broilers provides a bonus of $50 worth of organic fertilizer used to build up red and yellow soil which yields around 100 bushels of corn per acre. The state's corn crop is worth $87 million.

King Cotton has given way, also, to tobacco ($69 million), peanuts ($57 million), oats ($18 million), vegetables ($18 million), hay ($15 million), peaches ($9.5 million), sweet potatoes ($6.7 million).

These crops have been grown with the aid of modern methods and machinery. Nine out of ten Georgia farms have electricity—the number has quintupled in 15 years—and 65% of them have television except where a 20-foot mast is unable to contact distant megacycles. Over 98% of homes have radios, according to Georgians. Together, radio and tv provide daily educations in how to make farming pay. Specialized magazines, newspapers, 4-H and other clubs, and county agents are doing their share.

In a little over a decade the number of

tractors has increased from 7,000 to 75,000; the number of motor trucks from a few thousand to 67,000. Mechanical cotton pickers are appearing around the state, though the shrinking size of the average cotton planting and the rolling terrain discourage use of machinery. Hence the heavy mule population, even on mechanized farms. The traditional Georgia mule is likely to abound for many years because of its adaptability to small-crop and hillside farming, and important nutrient contributions to the clay soils.

Georgia's farmers transport their crops to market by motor via the 90,000-mile highway network. The 159 counties possess hard-surface arterial highways, fed by rural routes and red dirt roads. Modern marketing facilities are served by truck and rail transport systems that quickly deposit crops in eastern and northern buying centers.

Banks readily loan money for improvements. Government funds are fed into the state in line with prevailing practices. Farms are becoming attractive places to live, and young Georgians are learning the fine points of the livestock business and the techniques of high-yield planting.

Any Georgian will tell anyone who will listen that the state leads the nation in production of broilers, peanuts, watermelons, pecans and pimientos. The Georgia peach symbol is merited by the quality of the fruit yielded by the squat, easily-picked trees.

ATLANTA

ANY resemblance between the 1955 version of Atlanta and its pre-World War II predecessor is likely to be congenital or accidental. With metropolitan area population of an estimated 750,000, 28% above the 1940 figure, Atlanta is now shooting for a million. Judging by the way new industries and homes are popping up all over the adjoining landscape, Atlanta promises to reach its million early in the next decade, perhaps sooner.

Atlanta is the political capital of Georgia and the economic capital of the Southeast [B•T, Nov. 15]. Its retail sales will soon pass a billion dollars per year. Rich's department store, swarming with customers in the record-breaking pre-Christmas weeks, appeared to be heading toward a $60 million year—maybe more.

National industries have been moving into the Georgia metropolis in flocks. The city's railway, air and highway facilities and its central location make it the logical commercial capital of 10 southern states.

As of Dec. 6, Lockheed operated the largest aircraft plant (B-47, C-130) in the nation at suburban Marietta, with 14,547 employes and an annual payroll of $72 million devoted to construction of bombers and cargo planes. General Motors has two assembly plants and a training school employing over 5,000. Ford's assembly plant employs 1,431, with $7.5 million annual payroll, turning out 100,000 autos for eight southeastern states.

A non-stop tour of industrial Atlanta and its 1,700 factories requires a full day of driving. Big and little plants are everywhere —from Ford's plant at Hapeville in the southern section to Marietta in the north. Downtown Atlanta is packed with business facilities, many of them regional branches of national concerns. Insurance companies line Peachtree St. for miles.

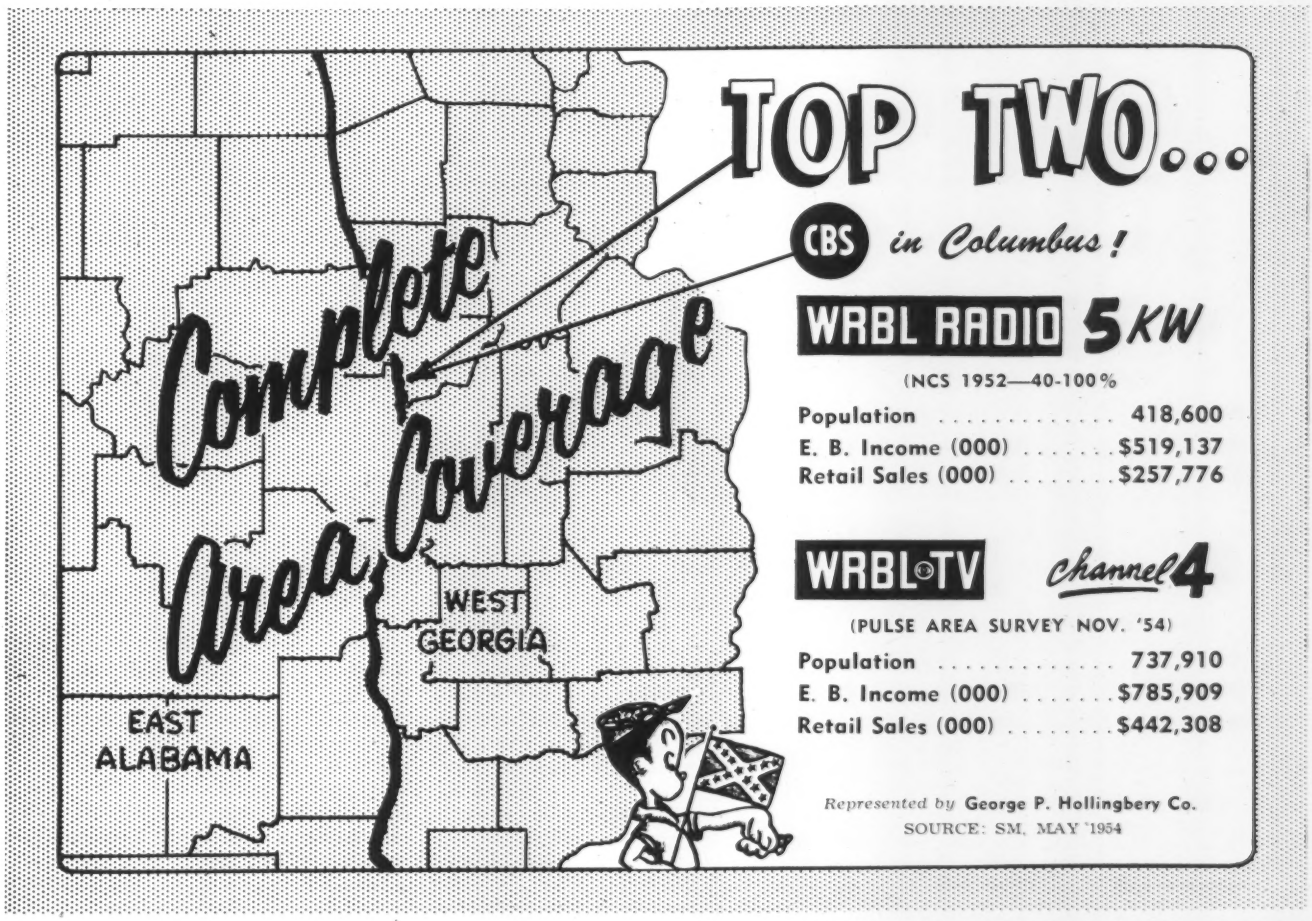
Atlanta is headquarters for all Georgia. Its two alert newspapers—*Journal* and *Constitution*—penetrate far beyond the state's borders. They are constantly on the prod, promoting community improvements and pointing out symptoms of decay. Liberal budgets of industrial and commercial news keep the citizenry alert to scars of Georgia's past and signs of progress.

Georgia Power Co., Southern Bell Telephone & Telegraph Co., Central of Georgia and other railroads, Western Union—all major commercial concerns have their development programs. The power company, serving most of the state, sparks a community improvement campaign that has attracted wide attention.

With decentralization of the nation's communications, Atlanta has become the telephone center of the south and one of the largest switching centers in the world. Western Union, too, has a vast reperforator center.

Atlanta is the distributing center for the South. Its recreational and civic facilities equal those of other major cities. Its system of expressways hasn't penetrated to the Five Points, but the high-speed ribbons are speeding the flow of heavy traffic as new sections are added.

With a 1,000-foot elevation, Atlanta weather is free from extremes and the hotter days of relatively moderate summers



that Cash Register "RING" Shows He is "MARRIED" to wbml

Let's get "Hitched" in 1955

•

Our "Best Man" The Headley-Reed Rep.

•

NBC AFFILIATE IN MACON GEORGIA

are eased by cool nights. Atlanta's adopted residents from the North are its biggest weather boosters.

Atlanta is becoming an advertising center. Its four tv and dozen radio stations, along with the two newspapers, join a complement of advertising agencies, national representatives, graphic arts and film enterprises in keeping Georgia's consumers informed. Liller, Neal & Battle and Tucker Wayne & Co. are two of the larger agencies handling national and regional accounts.

The agencies keep in close touch with economic progress but William W. Neal, partner in the first-named agency, warns, "Per capita income in Georgia is rising fast, but don't let it fool you. It's still below the rest of the United States."

WSB-AM-TV are in charge of J. Leonard Reinsch, managing director of the Cox radio-tv operations. WAGA-TV (Storer-operated) and WLWA (TV) (Crosley) are vhf outlets, with the new WQXI-TV (Rounsaville) having joined them a fortnight ago with ch. 36 uhf service.

Modern Atlanta still has its poor people and its slummy blocks but they aren't any worse than similar sections in the North, and the city's economic upturn is weeding them out at a pace many distant cities might emulate.

After the "War Between the States," sacked Atlanta thumbed its civic nose at Gen. Sherman and began rebuilding. The population doubled in five years.

And after many decades of slow growth prior to World War II, Atlanta is scanning the nation's major cities. It noted, particularly, the millionth citizen formally installed last July 4 [B•T, July 5], by Houston, and its citizenry observed silently, "Move over. We figure on joining you one of these days."

AUGUSTA

ONCE a famed winter resort, Augusta is now an industrial city, medical center, agricultural market, hydroelectric area and "Golf Capital of America." Winter vacationers have moved on southward—one distinguished golfer excepted—but Augusta has met undreamed-of progress in its industrialization.

Payrolls are up 215% since 1940 while population has increased 76%. Dams are appearing along the Savannah River, and a nine-foot channel to the sea is coming.

But what stimulates Augusta most is the huge atomic energy project that flanks the Savannah River on the South Carolina side, producing "the energy of the future." Government payrolls at the atom plant, Camp Gordon, Augusta arsenal and veterans' installations have helped quadruple postal receipts and quintuple retail sales since 1940.

Cotton and rayon mills, plastic plants, pulpwood mills, barge lines, hydroelectric facilities and assorted other enterprises dot the adjoining landscape. The $85 million Clark Hill Dam is acquiring neighboring facilities, and a nest of dams that will add up to a half-billion dollars is under construction. The atomic energy plant, with possibly 8,000 employes plus another 8,000 workers employed on permanent construction, is termed "the biggest construction project in the world."

Augusta is a hustling city, according to A. D. Willard Jr., partner and operator of WGAC, regional 5 kw outlet. One of the broadcasting industry's better golfers, he said the city's spirit perhaps is reflected in the 18-hole course at Augusta Country Club. "No. 9 green is farthest from the clubhouse," he said, a form of torture that elderly and thirsty golfers have learned to take in stride.

"You could shoot a cannon down Broad St. in 1940 and not hit anyone," said J. B. Fuqua, president and owner of WJBF-TV. Broad St. is really broad—broad enough for four panels of angle-parked autos, two at the curbs and two at the center island. Mr. Fuqua estimated that local radio-tv stations enjoy a gross possibly 20 times the 1939 figure.

Most inland port on any navigable river south of Richmond, Augusta is eager for its nine-foot channel instead of the present seven-foot depth so the Merry Bros. Brick & Tile Co., Texas Co. and others can build river traffic into a major industry.

Augusta's annual retail sales can look for continued impetus from the $75 million payroll-allowance fund at Camp Gordon and as much as $220 million from the atomic energy plant.

Population of 244,000 is claimed for the metropolitan area, with 92,746 in the city proper as of Feb. 15, 1955, when additional suburban blocks will be absorbed into the municipality. Per-family income is claimed to be 20% above the rest of the state. Farmers from a 50-mile area, it is added, spend their money in Augusta. Banks are liberal in making loans for livestock financing as well as for ponds and land terracing.

The media picture in Augusta includes a new entry, J. T. Snowden Jr., North Carolinian, who is operating WBIA, formerly WJBF, acquired from Mr. Fuqua, and WRDW-AM-TV, managed by W. Ray Ringson and connected with the Allen Woodall interests. Other stations are WAUG and WBBQ.

Augustans, like their Columbus neighbors across the state, claim the No. 2 position in Georgia on a population basis. Population claims, of course, involve many angles including Census Bureau definitions and military bases. The trailer camps that once adjoined the atom plant and Camp Gordon are disappearing. Many of the migrant workers like Augusta and are settling there. New schools and Negro housing projects are appearing.

Augusta still has some shaggy blocks but the city is prettying up via an aggressive municipal improvement program.

Kennedy O'Brien, an early fur trader who founded the city in 1735 as a river trading post, didn't realize what he was starting.

COLUMBUS

BACK in 1886 a Columbus druggist, Dr. J. S. Pemberton, whipped up a cough syrup that tasted good—so good that it coughed its way into one of the world's big industries — Coca-Cola. More recently Royal Crown cola has spread out of its Columbus beginning into cities everywhere.

Columbus businessmen submit figures showing the city has jumped from fifth to second place in Georgia. The current metropolitan population is estimated from

Magic formula:

High tower...1062 feet

Low channel...channel 2

Maximum power...100,000 watts

These are the three ingredients that enable WSB-TV to deliver a greater total audience than any other Atlanta television outlet. Get more for your tv dollar— get on WSB-TV.

The Great AREA Station of the Southeast

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Atlanta, Georgia

Represented by Edw. Petry & Co.

Affiliated with The Atlanta Journal and Constitution

THE NEGRO MARKET IN GEORGIA

GEORGIA's Negro population, comprising about 40% of the total, gets careful consideration every time a business venture is undertaken. The Negro ratio has been declining in the last two decades as migration northward continues, but at the same time the Negro's economic level is climbing rapidly.

To quote Mrs. C. C. Fuller, media vice president of Tucker Wayne & Co., Atlanta, "The Negro is the South's greatest untapped resource."

"A concentrated market," reminds Robert E. Shaefer, research manager of the agency. He adds,

"The Negro buys good things. Advertisers are aware of this and they merchandise with this quality-conscious tendency in mind. Pantry surveys show the Negro has more top-brand merchandise than white families. The Negro is intensely loyal to brands."

The story is told of the Negro father who drove his 10-year-old son to the big city for the first time. Walking down those of a good share of Georgia's white residents.

"His automobile is the Negro's living room," according to Stephen L. Nelson, executive director of Savannah's United Community Services.

Even so, there's a fair chance the low-cost house or apartment may be equipped with an air-conditioner along with television and other appliances.

The Negro frequently spends a lot of money for a car, and buys a lot of gasoline to keep it moving. Cars, like electric refrigerators and tv sets, are generally bought on an installment plan. The household mail on a normal day is likely to include at least one notice than another payment is due. The $1 down-$1 per week type of buying is popular.

Special programming is used by many advertisers to reach the Negro radio audience, and two Negro-operated stations in Atlanta are well patronized by national, regional and local sponsors. The programming leans toward spirituals,

MODERN HOMES NOW STAND . . . .

WHERE SHACKS ONCE STOOD

Bay St., in Savannah, the lad yanked at his father's Hart, Schaffner & Marx coat sleeve and gasped, "Look, Daddy! There's a white man driving a Cad'lac."

It's true that the Georgia Negro likes good things. He's able to buy them, too. With young people and adults all contributing to the family exchequer, the dwellers in a small house or attractive $25-per-month unit in a modern housing project may have an income up to $1,000 a month. Many are poor, too, but paupers are fast becoming earners.

Recreation opportunities are limited under the South's traditional segregation, along with other money-absorbing activities of white people. As a result, the Negro may devote more time to radio listening and tv viewing—and, of course, to consumer education.

School attendance is compulsory for all youngsters in Georgia. All over the state new, beautiful schools have been appearing. Many Georgians insist the school facilities for Negroes average out better than those for white pupils because they are newer. Atlanta, alone, has five Negro universities and one of them offers post-graduate work.

Thus the Negro learns about the world, goods and services, books, arts, markets and the pleasures of high living standards. While his housing is a relatively low-budget item, his food and clothes and mechanized properties match rhythm, and specialized race records and singing, following rather closely the pattern of northern stations that direct their kilocycles to Negroes.

Certainly the Negro is not a merchandising problem, though the social aspects aren't as easily understood by the average Yankee.

"We don't merchandise or sell in Georgia any different than we do in Toledo or Kalamazoo," according to Douglas Connah, executive vice president of the Tucker Wayne agency.

As to segregation, the Georgian is like most Southerners. A typical comment runs this way. "We seldom have serious difficulties. The whites live in their sections and the Negroes live in theirs. All of us like it that way."

That, apparently, will appeal to a Yankee as a simplified version of the situation. Georgia school boards are spending heavily for new buildings and teachers, obviously eager and willing to help the Negro acquire higher educational and economic standards. But the Georgia school director is firm, mighty firm, in specifying that segregation must continue despite the Supreme Court. A new state constitutional amendment specifies no state funds can be allocated to non-segregated school projects. This permits subsidizing of the student, not the school, and every school can decide who can enter its doors.

170,000 to 185,000, with another 43,000 on the Fort Benning payroll.

The city's growth can be traced by three financial indices, comparing 1940 to 1953 levels: Bank clearings, $66.3 million to $270.9 million; deposits, $22.1 million to $86.6 million; debits, $218.4 million to $956.4 million.

In 126 years Columbus has grown from a blueprint drawn by state engineers to an orderly industrial metropolis. Because of its location on the fall line of the Chattahoochee River, fed by the rainy North Georgia hills, the site was selected by legislative act with the thought it some day would become a great city. Plenty of room was provided, fortunately, for business and residential expansion.

A setback was suffered in the last battle of the War Between the States when Gen. James Wilson's federal troops sacked the city two weeks after peace had been declared, no word of the end of hostilities having reached the area. Reconstruction got underway rapidly.

The city developed as an inland port, river craft coming up from the Gulf of Mexico. Small mills began to appear, predecessors to a long list of huge industries that surround the downtown area. The Chattahoochee offered a source of power, with the hydroelectric facilities giving the city a number of "firsts" — first to light cotton mills by electricity; first to use hydroelectric power for trolley cars, first to transport electric power for use in industry.

Jim Woodruff Jr., operating WRBL-AM-TV, says the Chattahoochee is "the largest and most promising underdeveloped waterway in the United States." It is dotted by a series of seven dams to the north, with other projects coming up between the city and the Gulf.

Jim Woodruff Sr., active in development of the basin, was honored by having a major dam named after him. A nine-foot channel is being developed from the Columbus fall line to the Gulf, affording low-cost power and water transport in conjunction with the Apalachicola and Flint Rivers. Cheap power, of course, is attracting many industries.

Allen M. Woodall, president of WDAK-AM-TV, pointing from the 14th St. bridge over the Chattahoochee to the Bibb textile plant, "largest under one roof in the world," reminded that the city "hasn't lost a major industry in 50 years." He said it is 18th in the nation in building permits issued since 1948.

Average spendable income per household in Columbus is calculated at $5,609 per year in comparison to a $5,246 national average. The city claims to be the second-ranking textile center in the South. It is a cotton gin manufacturing center—Lummus Cotton Gin Co. and Centennial Cotton Gin Co. Tom Huston Peanut Co. has a big plant and the new Sunshine Biscuit bakery employs 700.

Agriculture in the area includes dairying, truck farming and beef cattle.

Expansion in Columbus has been spurred to an important extent by the growth of Fort Benning, a $100 million city in itself covering 182,000 acres and having 21 movie theatres. Its population and that of related

facilities such as Lawson Air Force Base, are well absorbed into the city of Columbus.

Columbus residents are naturally sensitive about the notoriety attained by Phenix City, residential suburb across the Chattahoochee in Alabama. The story of Phenix City gambling, vice and politics has been dramatized all around the nation. Last week, Phenix City was about the most orderly spot in the South, or in the nation as a whole. Martial law has been lifted. The cluster of buildings that once absorbed the dollars of the gullible is deadly quiet. Those who enjoyed the fruits of illicit trade are in jail or out of business.

With a population of 23,000, Phenix City is a pleasant "sleeping suburb" of Columbus and most of its inhabitants work in the city and spend much of their money there.

Columbus offers these advantages to new industries: Abundant water supply, low-cost power, natural gas, labor supply, fine transportation facilities, good plant sites, pleasant year-round climate, low tax rates, good schools, efficient local government. Negro housing projects are fast replacing slums. Shopping centers are appearing in the suburbs. Retail business is good—department store sales have more than doubled since 1944, aided by the $8¼ million paid every month to Fort Benning's military and civilian personnel.

In Columbus vhf-uhf intermixture appears to be congenial audience-wise, and briskly competitive commercially. WDAK-TV hit the air with its uhf signal late in 1953, a little ahead of vhf WRBL-TV. A rooftop survey of bow-tie antennas from an automobile would indicate that Columbus has a high tv saturation for both signals—WDAK-TV claims 95% of tv homes receive uhf.

MACON

ONCE an Indian trading post and later a sleepy farm town with a few broad streets, Macon now is the marketing center of a 50-mile radius located right in the heart of Georgia. Population is given as 146,700, up 47.9% from 1940, which is a lot of population. It's the same way, only more so, with the market indices—retail sales, for example, up 335% since 1939.

"Consumer spendable income is $164 million, higher than San Antonio or Topeka," according to Wilton E. Cobb, general manager of WMAZ-AM-TV. "And the city is debt-free, too."

Located on the fall line where the Piedmont plateau meets the coastal plains, Macon has two climates, according to Frank (Red Cross) Crowther, commercial manager of WMAZ-AM-TV. In the northern suburbs the flora is typical of the plateau whereas semi-tropical plants are found in the level southern section.

There's a type of industrial coordination in Macon that can be found many places in Georgia. National Reduction Co. produces acids and potash. Macon Kraft Co., a few steps away, processes slash pine, using National's chemicals. Within a figurative stone's throw Armstrong Cork manufactures paper board from the pulpwood, using 75% of the Macon Kraft output for cartons and pressed board, with Inland Container taking the other 25%.

A factor in Macon's dynamic growth is Warner Robbins air base, where 20,000 are stationed. Here are the biggest hangars in the world, according to Mr. Crowther, and a radar center as well as modification depot. The base has grown from a pre-war 40-man contingent.

With Atlanta 93 miles to the north, Macon is expanding industrially and its agriculture is booming. Despite last summer's cruel drought, the city moved out of a declining sales total in September and October into record pre-Christmas buying.

Principal crops marketed in Macon are pecan nuts, peanuts (for processing and hay), tobacco (flue-cured bright leaf), watermelons, wheat and corn. Early and late watermelon crops that precede and follow northern harvests are shipped out of Macon by the carload. A sideline crop on many farms, melons bring about $3,000 per car to this "watermelon capital of the nation."

And, of course, the famed freestone peaches coming from a 40-county Central Georgia area bring a neat sum into the city.

Macon is the home of Bibb Mfg. Co., "the greatest name in textiles." Uxbridge woolens moved into the city seven years ago, though woolen mills haven't followed the parade of other textile plants into the South.

Major postwar plants include Durkee foods, the Armstrong Cork-Macon Kraft-Inland Container-National Reduction group, Ralston Purina, Streitmann Biscuit, Borden Co. and Bibb Grocery Co.

They're real friendly around Macon. Even a traffic officer stationed at a school crossing near the northern end of the city shouted a smiling "Good Morning" to passing motorists.

With 256 days between killing frosts, Central Georgia farmers have a long growing season and their livestock production is increasing rapidly. A girl from nearby Swainsboro, just a few weeks ago, won national honors at the Chicago show, typifying the improvement in quality of animals and the interest shown by young people in scientific agriculture.

SAVANNAH

SAVANNAH, staked out 221 years ago by Gen. James Ogelthorpe according to a plan drawn aboard ship after leaving England, is romantic, exotic, historic and the Atlantic Coast's version of New Orleans.

Savannah, concededly, offers raw meat to the misty-eyed essayist who sighs over the early churches and homes and snorts at the audacity of Gen. Sherman, who is charged with having bedded his horses in St. John's Episcopal Church before telegraphing a plundered Georgia to President Lincoln as a Christmas gift.

The businessman notes that Savannah:

- Leads all U.S. ports in expanding value of goods exported to foreign countries (184.4% above 1953 for first eight months).
- Has doubled the number of electric and gas meters since 1940.
- Boasts a six-fold increase since 1940 in values added by manufacture ($18.5 million to $115 million).
- Drives 2½ times as many autos (21,320 in 1940, 53,500 in 1953).
- Talks on 2½ times as many telephones

MID GEORGIA'S POWERFUL PAIR!

WMAZ-TV
250,000 WATTS
CHANNEL 13
represented by
AVERY-KNODEL, INC.
CBS • DuMONT • ABC

WMAZ
10,000 WATTS
940 KC.
represented by
THE KATZ AGENCY, INC.
CBS

BONUS..WMAZ-FM

Southeastern broadcasting company
MACON
GEORGIA

WERD

ATLANTA'S
TOP INDEPENDENT

Has the Magic Formula for Moving Goods *FAST* in This $100 Million Market.

Nowhere is there a more responsive, loyal audience than the nearly 300,000 Negroes in the WERD coverage area.

America's First Negro-Owned Radio Station

WERD

860 kc 1,000 watts

Radio Division—Interstate Newspapers, Inc.

J. B. BLAYTON, JR.,
General Manager

First . . .

in Columbus

First . . .

with Super-Power

Now . . .

234,000 WATTS!

NBC-ABC WDAK-TV DUMONT

Columbus, Georgia

Where 701,500 people spend over 400 million dollars annually.

93.7% Conversion*

*Telepulse-October 1954

(17,782 in 1940, 44,660 in 1953).

• Buys four times as much at retail ($36.8 million in 1940, $146.8 million in 1953).

• Has increased population a third (117,970 in 1940, 158,600 in 1953).

Quaint, aristocratic Savannah boasts proud legends but the inquiring visitor will find conversations centered around pulpwood and paper, naval stores, plastics, radio, television, climate, housing projects for Negroes, shrimp, chemicals and shipping.

The native finger that's pointed at the well-preserved riverside structures, where men of commerce once stood on balconies to scan approaching clippers will quickly direct attention to the state- and privately-owned ports and warehouses. The spreading live oaks will give conversational way to the commercial blessings of the $14.6 million Eugene Talmadge bridge, with its saving of miles and minutes.

"Savannah is only in its infancy," according to Harben Daniel, a transplanted Tennessean (WSM Nashville) who is president-general manager of WSAV and a tv applicant of long-standing. In a decade-and-a-half he has become an authority on Old and New Savannah.

"Savannah is blessed with location, natural resources and climate," said Dwight J. Bruce, of the Knight-owned WTOC-AM-TV.

Once dominated by a tiny and sometimes well-to-do aristocracy, with a vast element of poor whites and Negroes, Savannah has turned violently modern and its new economy has lifted the population's well-being to normal American levels. Yamacraw Village, familiar to southbound tourists who cross the new highway bridge, was the first federal Negro housing project. More modern is the 30-family Fellwood Homes project.

Proud to call Savannah the biggest port between Norfolk and Mobile, businessmen are working together to bring new industries into the area and to add port improvements. The $20 million state-owned docks provide warehouse and dock facilities augmenting those of the railroads. The new bridge is spurring development of an extensive area in the Savannah River, Hutchinson's Island. Seatrain service to New York provides cheap ocean transport of 100-car freight trains. Last October 125 ships entered the port, totaling 341,047 tons.

Many of Savannah's industries are relatively new. And many of them are immense, too—Union Bag & Paper Corp., for instance, with well over 5,000 employes and the largest plant of its sort anywhere.

Other plants among the city's 268 include American Cyanimid Co., $14 million project; National Gypsum Co.; Certain-teed Products Corp.; Southern Fertilizer & Chemical Co.; Tetley Tea; Savannah Sugar Refining Corp., Savannah Paperboard Corp.; Rayomer Corp. (Jesup); railroad yards of Atlantic Coast Line, Seaboard, Central of Georgia, Southern and Savannah & Atlanta. Several of the carriers operate deep-water general cargo terminals.

Like most major Georgia cities, Savannah has a nearby military post—Hunter Air Force Base, with a $25 million annual payroll. Not far away is Camp Stewart, artillery center with an estimated $8 million payroll, and 30 air miles away is Parris Island Marine base, with personnel of about 20,000.

Once a cotton exporting port, Savannah is now a diversified city supported by big and small industries; a focal point of railroads and steamship lines; a fishing center, and free from flood or tide damage. The 40-foot elevation above the river provides a dry, healthy atmosphere, Savannah residents emphasize.

It's easy to see, after looking over what has happened, why Savannah is convinced the third hundred years will be the best.

GEORGIA'S OTHER CITIES

WHILE the 1950 U. S. Census lists Atlanta, Augusta, Columbus, Macon and Savannah as the five metropolitan areas of Georgia, the state is dotted with growing communities. Some of them will enter the metropolitan category when the 1960 census is taken.

Agricultural progress and new industries naturally are the main factors in the development of such cities as Albany, Athens, Brunswick, Dalton, Decatur, Dublin, Gainesville, Griffin, Jesup, LaGrange, Moultrie, Mt. Pleasant, Rome, Tate, Thomasville, Thomson, Valdosta and Waycross.

The story of their postwar progress matches, and at times surpasses, the expansion of major cities. Industrial plants like smaller cities where community spirit is high and labor relations likely to be pleasant. Farmers, of course, market in small cities as well as large ones.

Albany, pecan center, has Turner Air Force Base nearby and a Marine depot is to add to the city's economy. Athens is a farm trading and textile center. Brunswick has pulp and paper along with Hercules Powder Co. Rome, for instance, has 100 industries with many more coming. The full story is beyond the scope of this article.

A typical small town is Thomson, 35 miles west of Augusta; population is 4,000 with 2,000 nearby. Retail business has doubled in six years. Knox Corp. (prefabricated homes) and Kingsley Mill (rayon) provide 600 to 700 jobs. The jointly-operated *McDuffie Progress* and WTWA are managed for owner Edgar Kobak, nationally known broadcast-advertising executive, by Frank Hash.

The town is thriving, with new business appearing on the main roads, and cow-townish streets are disappearing. The big Smith Stockyard Co. auction every Tuesday is important business in the area and gives WTWA good program fare. Thomson is growing as it moves along in its second century. Some of the mansions of a century ago remain, flanked by neon and chromium-front shops. The newspaper and station are doing well. On the office door is a sign, "It's nice to be important but it's important to be nice."

Thomson has high tv antennas, drive-in movie, farm markets, a fight over a fireworks ordinance, Sonny's Eats to the east and farms all around.

Small-town and big-town Georgia are riding the mid-1950s wave.

A new economy is marching through Georgia. There's lots left to be cleaned up, but Georgians are on the move.

PROVE IT!

they said...

so prove it we did...and how!

We'd been telling our advertiser that KBS coverage and KBS audience rating was terrific. The advertiser told us they believed us because business was good in KBS markets but how much help was KBS providing? We said, a lot. They said PROVE IT! Our audience survey has resulted in what the advertiser calls "The most astonishing results I've ever seen in radio."

plus... amazing merchandising aids!

KBS stations not only deliver surprisingly large audiences (see survey, yours for the asking) but they work like they were all on *your payroll*—getting store displays, helping with distribution—promoting your products and your programs in their markets. We can prove *that*, too!

SEE FOR YOURSELF*

*complete facts file on request!

NEW YORK
580 Fifth Avenue
PLaza 7-1460

SAN FRANCISCO
57 Post Street
SUtter 1-7440

CHICAGO
111 West Washington St.
STate 2-6303

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	The American Forum
6:15	Paul Harvey Bellfone			
6:30	The World Church O. L. Jaggers	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Travels In Tempo
6:45			Harry Wismer Sports (355) General Tire	
7:00	Songs By Valentino S	Amer. Tob. Jack Benny (213)	Rod & Gun Club-Co-op	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	Amos 'n' Andy	Enchanted Hour	
7:45	Henry Milo Travel Talk S			7:55-8 NBC Travel Bureau
8:00	America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		The Adventures of Sherlock Holmes
9:15	Quincy Howe S			
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Hazel Markel	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly *3-Plan
10:15	Elmer Davis	10:05-10:30 Mahalia Jackson		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	Face the Nation	Little Symphonies	Meet the Press
10:45				
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service M-F		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil Co-op 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Chorallers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family (182)
	Just Easy Gregson	Mr. & Mrs. North	Top Secret Files *	Gen. Motors Your Land & Mine
	Voice of Firestone	Lever-Linton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Best of All
		Liggett & Myers Perry Como (195)	Esso Reporter Lyle Van 9-9:05 Spotlight Story	
	Met. Opera Audition	Bing Crosby S	Manhattan Crossroads	Bell Telephone Telephone Hour (185) R
	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
	AFL Edw. Morgan News	Robt. Trout, News Chevrolet (197)	Musical Almanac	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen		The Great Gildersleeve 3 Plan *
	Philco News	Dance Orchestra	Distinguished Artists Series	Two in the Balcony
	Martha Lou Harp			
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		No Network Service
	Co-op George Hicks			Sun Oil Co-op 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Chorallers (108)	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni alt. with Mars People Are Funny
	News S		Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S		Esso Reporter Lyle Van 9-9:05 Spotlight Story	
	Sammy Kaye S		Manhattan Crossroads	Lux Radio Theater
	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Search That Never Ends	
	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall		
	AFL Edw. Morgan News	Robt. Trout, News Chevrolet (197)	The Army Hour	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen		The Great Gildersleeve 3 Plan *
	Edwin C. Hill	Dance Orchestra	Dance Orchestra	Listen to Washington
	Take Thirty S			
	Singing with the Stars	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC
	Not in Service
	Budweiser Bill Stern
	Co-op George Hicks
	Vandercook CIO
	Co-op Quincy Howe
	Gen. Mills, Lone Ranger (153)
	Les Griffith 7:55-8 S
	Jack Gregson
	News S 8:25-30
	Sammy Kaye
	News S
	Brown Derby Records
	AFL Edw. Morgan News
	Richard Rendell News
	Philco News
	The Dunigans and Their Friends
	Town & Country Time
	Singing with the Stars
	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church Healing Ministry of Christ	Stars From Paris
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	World Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45		Gen. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Capitol Cloakroom	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			First Church Healing Ministry of Christ	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Th only Tues sust M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Easy Does It	
	Philco. M-W-F Quaker Tues. & Thurs.	Pet Milk Godfrey (192) R	Johnny Olsen Show	10-10:05 ** M.M.McBride
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (199) R	Co-op Cecil Brown	10:05-10:15 Norman Vincent Piale
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Bristol Myers Frigidaire-Arthur Godfrey (198) R	Carl Warren's Guest Time	Joyce Jordan M.D.
	When A Girl Marries (165) Carnation Co.	Kellogg Minn. Mining (203) R	10:30 Kraft News	Doctor's Wife
	Mdrn. Romances M-F Junket half sponsorship	Toni Lever Godfrey (201) R	10:35-11 John E. Olsen Show	Miles Labs Break the Bank
	Companion	Pillsbury & Toni alt. Fri. Pillsbury M-Th	Florida Calling With Tom Moore	C-P Strike It Rich (179)
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (58)	Kraft News	C-P The Phrase that Pays (183)
	Three City By-line	P&G Ivory Snow Rosemary (117)	Queen for a Day	Second Chance *3-Plan
	Valentino	Armour & P&G Wendy Warren (206)	M-F (551) 11:45-12 P. Lorillard	No Network Service
	Luncheon at the Sheraton	Lever Bros. Aunt Jenny (179)	(Miles) Break the Bank	
	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	Kraft News 12:15-12:20	
	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	12:20-12:30 Down at Holmesy's	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	12:30-1 No Service	No Network Service
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Co-op Cedric Foster	
			Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		No Service	9:30-9:35 John Price, News	No Network Service
		St. Louis Melodies		
	(10-10:30) Table Products, Inc.	Co-op Garden Gate *	No Network Service	Serenade to Romance
		Galen Drake		
	Nestles Alternate wks. Space Patrol (284)	Hunt Club Galen Drake (68)	The Amazing Mr. Whiz	
		Galen Drake S	American Travel Guide	
	TBA	Milner (125)	Conference Call	To Be Advised
		Helene Curtis (205)	11:30-35 John Price, News	
	All-League Clubhouse S	Van Camp (203)	11:35 U. S. Military Academy Band	
		*		
	101 Ranch Boys S	12-12:30 Romance S	Farm Quiz	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
	American Farmer S	Gunsmoke	Co-op N. E. Barn Dance Jamboree	Roadshow & Home Hour Eastern Standard Stations only Central Standard Stations only) (Local Participation)
	Navy Hour S	City Hospital	Fifth Army Band	
		Tasti Diet Galen Drake		

SUND

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing W Inc. Dr. Oral R
2:15	
2:30	Dr. Wy Wings of H
2:45	
3:00	U.S. Air F Show S
3:15	
3:30	Dr. Billy G Hour of D
3:45	
4:00	Gospel Beat, Old-Fashi Revival Hr.
4:15	
4:30	
4:45	
5:00	The Evening Comm S
5:15	
5:30	Goodyear Greatest Sh Ever Told
5:45 PM	

EVENING — FOR JANUARY 1955

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15	Budweiser Bill Stern	No Service		No Network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
6:45	Vandercook C10	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Dinner Date	No Network Service
7:15	General Mills Silver Eagle	Longines Chroniclers (108)	Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
7:45	Jack Gregson	8-8:25 Suspense *	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:00	News S	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
8:15	News S	Rosemary Clooney	Esso Reporter Lyle Van 9-9:05 Spotlight Story	News, NBC
8:30	Henry Jerome Serenade	Bing Crosby S		Spend A Million
8:45	News S	Amos 'n' Andy Music Hall	Co-op State of the Nation	Where Have You Been
9:00	Ralph Flanagan Show S	Robt. Trout, News Chevrolet (197)		Fibber McGee & Molly *3-Plan
9:15	AFL Edw. Morgan News	Mr. Keen	Musical Caravan	The Great Gildersleeve 3 Plan *
9:30	Richard Rendell News	M-F Dance Orchestra		Jane Pickens Show Co-op
9:45	Edwin C. Hill			
10:00	Front & Center		Dance Orchestra	No Network Service
10:15	Singing with the Stars	News	Co-op Virgil Pinkley News	News of the World Morgan Beatty
10:30	Sports Report S	Dance Orchestra	U.N. Highlights	

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15	Budweiser Bill Stern	No Service		No network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
6:45	Vandercook C10	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Co-op Men's Corner	No Network Service
7:15	Gen. Mills, Lone Ranger (153)	Longines Chroniclers (108)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
7:45	Jack Gregson	8-8:25 Crime Photographer *	Counterspy *	Chevrolet Dinah Shore
8:00	News S	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	Toni Frank Sinatra Show
8:15	Sammy Kaye	Liggett & Myers Perry Como (206)	Esso Reporter Lyle Van 9-9:05 Spotlight Story	(2—Crosley Division Network Participations Jan. 21 & 28 only
8:30	News S	Bing Crosby S		
8:45	The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall	Have a Heart	Friday With Garroway
9:00	AFL Edw. Morgan News	Robt. Trout, News Chevrolet (197)		
9:15	Richard Rendell S	Mr. Keen	London Studio Melodies	Gillette Fights
9:30	Philco News	M-F Dance Orchestra		
9:45	Indoors Unlimited		Dance Orchestra	Sports Highlights
10:00	Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
10:15	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty
10:30				

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi	John Flynn	George Hicks News
6:15	Co-op Bob Finnegan Sports	Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
6:30	Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45	At Ease	Gen. Mtrs., News	Dinner Date	NBC Travel Bur.
7:00		Make Way for Youth	Pop The Question	Heart of the News
7:15	Dinner At The Green Room S	Gangbusters	Keep Healthy	College Quiz Bowl
7:30	8:00-8:05 ABC News		The Globe-Trotter	
7:45		Liggett & Myers Gunsmoke (213)	True or False	Conversation
8:00	Dancing Party S	Juke Box Jury	Quaker City Capers	Jan 15 only 8:30-9:30 Oklahoma Symphony
8:15		P. Lorillard Two For The Money (209)	Hawaii Calls	Boston Symphony Orchestra
8:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
8:45		9:55-10 Chevrolet A. Jackson (192)		
9:00	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show
9:15				
9:30	Music	Dance Orchestra		Town Hall Party
9:45				
10:00	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
10:15		Dance Orchestra	Airmen of Note	No Network Service
10:30				

DAYTIME

SUNDAY

	CBS	MBS	NBC
1:35		Lutheran Hour (479)	U. of Chicago Roundtable
2:00		(Herald Healing) Herald of Healing	The Catholic Hour
2:30		Bandstand U.S.A.	Anthology
3:00		Wonderful City	Weekend
3:30		CBC Symphony Orchestra	
4:00		Riding in the Country	
4:30		Natl. Biscuit Adventures of Rin Tin Tin	Inheritance
5:00		True Detective Mysteries	
5:30		5:50-6:00 State Farm Mut. C. Brown	Dennis Day Nutrilite Show

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00	Closed Circuit	P&G Grisse Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
12:15	No Network Service	P&G Duz Guiding Light (128)	Luncheon with Lopez	No Network Service
12:30	N.S.A.	Armour Mrs. Burton (146)	2:25 Kraft News	
12:45	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	P&G Tide Perry Mason (173)	Wonderful City	
1:00	The Martin Block Show 2:35-4	Toni & Bristol Myers Nora Drake (197)		News
1:15		P&G Ivory Fl. Brighter Day (164)		Woman In Love
1:30		Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R	Ruby Mercer Co-op	P&G Pepper Young (166)
1:45		Lever, Kellogg Housesarty * (182) R		P&G Right to Happiness (163)
2:00		Pillsbury MTh House Party Hawaiian F (196) R*		P&G Backstage Wife (175)
2:15	Latin Quarter Matinee	Mike & Buff		Sterling MWF Toni Tu-Th Stella Dallas (162)
2:30	Betty Crocker M-W-F T&Th Dorese Belc	No Service	Bruce & Dan	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
2:45	Treasury Bandstand 4:30-5			P&G Woman in My House (188)
3:00	Musical Express M-F	4:55-5 News		Miles Labs Just Plain Bill
3:15	The Fred Beck Show S		MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	C-P Lorenzo Jones (191)
3:30	Gloria Parker	No Service		Mr. Jolly's Hotel for Pats Coast Fisheries T-Th Sustaining
3:45	Vincent Lopez		M-F Bobby Benson Kraft News	It Pays to Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
12:00	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer	Roadshow
12:15		Stan Dougherty Presents		
12:30		Dance Orchestra	Ruby Mercer (Cont'd)	
12:45		Teddy Wilson Show		
1:00		Army Show	Richard Hayes Show	
1:15		String Serenade		
1:30	Texas Co. Metropolitan Opera	TREASURY BANDSTAND	Bandstand USA	
1:45				
2:00				
2:15			Salute to the Nation	
2:30				
2:45			Sports Parade	
3:00	Festival S	Adventures In Science		
3:15		CBS Farm News	5:00 Teen-agers Unlimited	
3:30		*		
3:45		Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
4:00		*	John Price, News	

program, number of stations; S sustaining; TBA to be announced. Time EST.

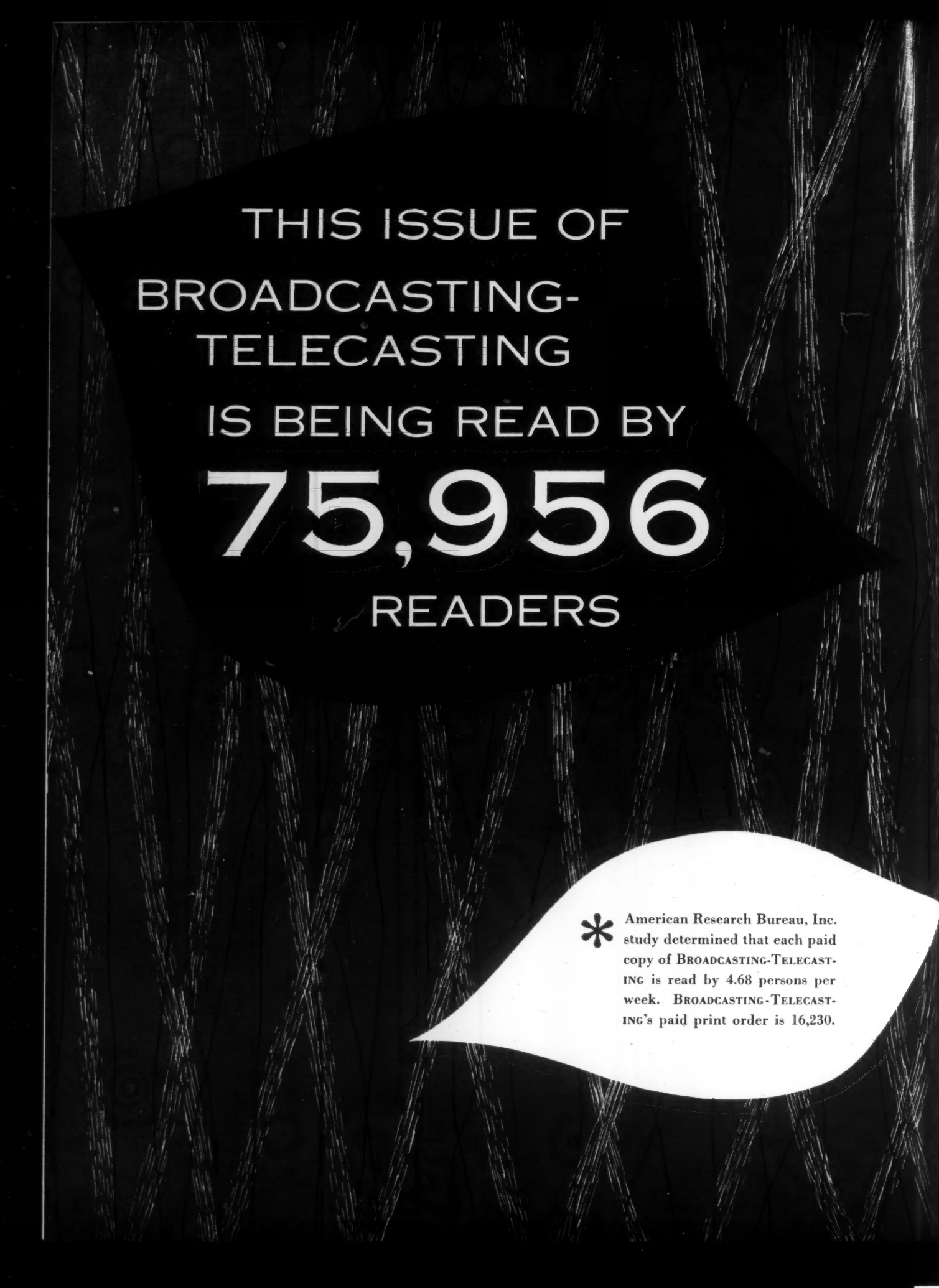
ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F, Bobby Benson, Ore., Mills (318).
7:55-8 p.m., Les Griffith & The News. (332); 10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF, Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.,
Sat.—News 10:00-10:05 a.m.; 10:55-11:00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk—alt. days.
10:15-30 a.m., Campana—M.-Th. alt. day; Staley—M.-Th. alt. day; Bristol Myers alt. Fri. & Glamorene alt. Fri.
10:30-45 a.m., Bristol Myers, M., W. alt Fri.; General Motors, Tu. & Th.; Staley Mfg., alt. Fri.
10:45-11 a.m., Minn. Mining, M., W. alt. Fri.; Kellogg, Tu. & Th.; Campana, alt. Fri.
11-11:15 a.m. Lever, M., W. alt. Fri.; Toni, Tu. & Th.; Kellogg, alt. Fri.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Fri.; Gen. Motors, alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55, Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Bean-& Williamson, M., W., Ted Bates
Murine Co. (BBD&O), 11/, 8, 16, 19, 25, 29/54.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Lemon Products-Mon., Wed., Fri.; R. J. Reynolds Tob. Co.—M-F.; SOS Co. Mon. & Thurs.
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—Three Plan
Fibber McGee & Molly: Prudential, BCA, Armour, Viceroy.
Second Chance: Crosley.
It Pays to Be Married: Reson Sales, Armour.
Great Gildersleeve: Crosley Division.
Great Gildersleeve.
**McBride, Mon.-Tue., Q-Tip; Wed., Sun-Kist; Thu.-Fri., Gen. Foods.

December 27, 1954


THIS ISSUE OF
BROADCASTING-
TELECASTING
IS BEING READ BY
75,956
READERS
* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

(A&A continued from page 32)

through BBDO, New York, starting Jan. 24, will launch a nine-week radio spot announcement campaign in 45 markets.

• Lever Bros.' Breeze, New York, through BBDO, New York, is buying 100 markets in Lever districts starting Jan. 12 for two weeks.

• Allied Chemical & Dye Corp., through McCann-Erickson, New York, will purchase 5- and 10-minute radio programs for Barritt roofing, in Texas and Atlanta, Ga., starting Jan. 25 for 39 weeks.

• General Cigar, New York, through Young & Rubicam, will buy a four-month television spot campaign starting Jan. 14.

• Relaxa-Pillow, New York, through Gibralter Adv., New York, is currently considering the possibility of a spot campaign in radio-tv after the first of the year.

• Barbasol Co., Indianapolis (Barbasol), through Erwin, Wasey & Co., New York, is placing a radio spot campaign starting Jan. 10 for 20 weeks in 15 radio markets.

• Durham-Enders Razor Corp., Mystic, Conn., through Fletcher D. Richards, New York, is looking for evening tv news and sports programs to start Feb. 1.

• General Electric Co., for its tv receivers, through Maxon Inc., New York, effective Feb. 1, is placing a six-week radio spot announcement campaign in 80 markets.

• Lever Bros.' Rinso, through Ogilvy, Benson & Mather, New York, is considering a radio-tv announcement campaign to break about the middle of February. Details are still under discussion.

• Packard Division of Studebaker-Packard Corp., Detroit, through Ruthrauff & Ryan, New York, to introduce its line of 1955 Packard automobiles, will present a total of 28 five-minute newscasts starting Jan. 17 for two weeks on the full ABC Radio Network. The show, *Your Packard Reporter,* will be heard five nights a week on Mondays, Wednesdays, Thursdays and Fridays at 8:25, 9:25 and 10:25 p.m. local time in the Eastern and Mountain areas, and at 7:25, 8:25 and 9:25 p.m. local time in the Central and Pacific Coast areas, and on Tuesdays at 8:25 and 10:25 p.m.

• National Biscuit Co., New York, for Nabisco cookies, through McCann-Erickson, New York, will sponsor a once-a-week, half-hour film, *Sky King,* on a spot basis, effective early in January in 25 markets.

Salada Tea will renew its radio and television spot announcement campaign for 52 weeks effective Jan. 1 in over 100 markets, through the Hermon W. Stevens Agency, Boston, and its radio-tv consultant, Reggie Schuebel Inc., New York.

Chase & Sanborn, New York, through Compton Adv., is renewing its schedule in radio and tv effective Jan. 1 for 52 weeks.

Block Drug (Amm-i-dent), through Harry B. Cohen, New York, is renewing its radio-tv schedule Jan. 1 for another six months.

Atlantic Refining Co., through N. W. Ayer & Son, New York, effective Jan. 3, renews its Monday-through-Friday newscasts and weather forecasts on about 50 radio stations with some changes in stations here and there in the schedule for '55. Contract is for 52 weeks.

Colgate dental cream, through Ted Bates Inc., New York, is renewing for 52 weeks in radio-tv, effective Jan. 1.

Mathieson Chemical Corp., through Doyle, Kitchen & McCormick, New York, is renewing for 52 weeks its radio spot campaign, effective early in January for 52 weeks.

Esso Standard Oil Co., through Marschalk & Pratt, New York, as of Jan. 1, is renewing its news programs on 55 radio stations and 18 television stations.

Halo shampoo, Colgate-Palmolive product, New York, is extending its present schedule on 50 radio stations for one more month during January. Bryan Houston Inc., New York, is the agency.

Buick Signs Gleason To $7.5 Million Pact

BUICK MOTORS Div. of General Motors last week signed a two-year contract for sponsorship of a Jackie Gleason half-hour filmed show, *The Honeymooners* [CLOSED CIRCUIT, Dec. 20], for $7.5 million effective next fall, in the 8:30-9 p.m. Saturday period on CBS-TV. Kudner Inc., New York, is the agency for Buick.

Mr. Gleason's current show is from 8-9 p.m. and plans for the first-hour, 8-8:30 p.m. are still undecided. Jackie Gleason Enterprises, a tv production firm owned by the comedian, is said to be set to produce a live program at that time. Mr. Gleason will occasionally appear during the season. The status of the three advertisers currently sponsoring Mr. Gleason is still in question.

The three advertisers—Schick Razor, Nescafe and Sheaffer Pen Co.—are understood to be unhappy over the prospects but no definite decision has as yet been made regarding next year's Saturday night 8-8:30 period. Sheaffer, meanwhile, has signed to co-sponsor John Daly's new weekly half-hour panel show, *Who Said That?* on ABC-TV, starting Feb. 2

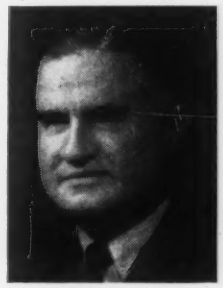
'Lucy' in Two-Year Pact

TWO-YEAR renewal of the top-ranking *I Love Lucy* tv series, for a price reported higher than the last $8 million contract, was signed last week by stars Desi Arnaz and Lucille Ball with sponsors Philip Morris Co. and Procter & Gamble and with CBS-TV, on which it is carried (Mon., 9-9:30 p.m. EST). Higher price is believed due to increased production cost. Biow Co. is agency for both sponsors.

Herman Wilson Newell, L&N President, Dies

HERMAN WILSON NEWELL, 57, president of Lennen & Newell, New York, died Dec. 19 after a short illness.

He was New England sales manager of the Frigidaire Corp. from 1923 through 1935, with headquarters in Boston. He left Frigidaire to join the advertising firm that eventually became Geyer, Newell & Ganger Inc. In June 1952, Mr. Newell joined Philip Lennen to form Lennen & Newell and became president of the firm in October 1953.



MR. NEWELL

He is survived by his wife, a son, John Phillip Newell; a daughter, Mrs. Ellis Knowles Jr., and his mother, Mrs. Oak Miller Newell.

It's CBS-TV, NBC-TV and 'Life'—In That Order

AS the single, leading advertising medium revenue gainer, *Life* magazine was toppled from its perch in 1954 by two tv networks, CBS-TV and NBC-TV. Not only have these networks individually overtaken and surpassed *Life's* billings but they also have been widening the gap at a continually increased pace.

The tv leadership—on network basis only—in the advertising world, exclusive of spot and local advertising billed on network stations, first was pointed up last week in a CBS-TV yearend statement which asserted the network this year "became the biggest single advertising medium in the world." To check further into the status of network billings compared to the former leader in the advertising field—*Life*, B•T checked figures available from Publishers Information Bureau sources.

The figures revealed the following: In 1953, *Life* magazine's gross annual billings (at the one-time insertion rate) was tops with $109,708,903; CBS-TV that year compiled $97,466,809 in gross annual billings, and NBC-TV $96,633,807.

The leadership changed early in 1954 with the January totals: for CBS-TV, $10,713,329; NBC-TV, $10,116,937, and *Life*, $5,771,310.

Totals for January through September, 1954: CBS-TV, $102,928,404; NBC-TV, $88,208,365, and *Life*, $80,457,420. Totals for January through October, 1954, the latest figures available to date this year: CBS-TV, $117,032,072; NBC-TV $100,541,824, and *Life* $91,527,916. (A CBS-TV spokesman said last week the network expects its total gross annual billings in 1954 to reach some $140 million.)

Even a quick glance at the above figures, noting the $5 million differential between the individual network totals and that of *Life* for January compared to the more than $25 million differential between CBS-TV and *Life* for the first 10 months of 1954, provides a dramtic tale of individual billings of these networks outstripping those of the former ad media's "rooster."

'55 Radio Set Production To Pass 10 Million—RETMA

PRODUCTION of radio receivers will exceed 10,200,000 in 1955, according to a yearend forecast by Max F. Balcom, chairman of the board, Radio-Electronics-Tv Mfrs. Assn. The total will consist of 6,200,000 home, clock and portable sets plus 4 million auto sets. Production in 1953 totaled 13,369,000.

While 25,000 color tv sets were produced in 1954, Mr. Balcom said, "consumers by continuing to buy black-and-white receivers at a record rate (7 million estimated for 1954) showed they are not as easily frightened by the arrival of a new product as the trade often believes." Tv retail sales totaled 6,370,500 in 1953 [B•T, Dec. 20].

The electronic industry's production in 1954 is placed by Mr. Balcom at $5 billion, including radio and tv sets $1,225 million; phonographs and record players $175 million; replacement parts and tubes $550 million; broadcast, communication and industrial equipment $550 million; military $2,500 million.

"Any transition such as our industry is beginning to undergo from black-and-white tv to a mixture of monochrome and color tv is

In Cincinnati---B
---and beat M

You can buy larger than Network Audiences with these WCKY Shows:

- The Leo Underhill Show
  9-10 am; 4.2 (Av) Pulse*

- The Afternoon Ballroom
  3-5 pm; 4.4 (Av) Pulse

  and get LARGER audiences than

  Bill Stern
  Gabriel Heatter
  Fulton Lewis Jr.
  Frank Sinatra
  Amos & Andy
  Fibber & Molly
  Break The Bank
  Strike It Rich
  Queen For A Day
  One Man's Family

- The Morning Ball Room
  10-12 am; 5.3 (Av) Pulse*

  and get LARGER audiences than

  Breakfast Club
  Ma Perkins
  Edward R. Murrow
  Perry Como

- The Daily Hit Parade
  6:15-7 pm; 6.1 (Av) Pulse*

  and get LARGER audiences than

  Arthur Godfrey
  Lowell Thomas
  House Party
  Perry Mason
  Lux Theatre
  Young Dr. Malone
  Our Gal Sunday
  Aunt Jenny
  Rosemary
  People Are Funny

* Sept.-Oct. Pulse

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY-F

--Buy WCKY
at *Network Ratings!*

In the Greater Cincinnati Area—

Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in
Sept.-Oct., EVERY DAY, MONDAY
THRU FRIDAY, 9 AM to 7 PM.

7 other stations, including 4 network outlets, DIVIDED the rest of this audience.

Buy Independent—Beat Network Ratings—Get Lower Cost per Thousand—and LARGE outside bonus audience with 50,000 Watts

Buy WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

Now!

NEW, TOP-POWER VHF COVERAGE OF 1,000,000 CAROLINIANS

WBTW—with studios and transmitter at Florence, S. C., signed on the air October 18th.

A great new area station, WBTW's channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. August Television magazine lists 95,590 sets in the coverage area.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 1 out of every 2 Carolinians.

Represented Nationally by CBS Television Spot Sales

A JEFFERSON STANDARD STATION

bound to bring problems," Mr. Balcom said. "However, the public has already indicated its confidence in the stable value of black-and-white tv, and no one expects color set production to exceed a few hundred thousand in 1955. The pace of color tv production so far indicates that the transition can be accomplished smoothly.

"While the more than 32 million tv sets in use today might seem high, there are still over 15 million homes without television. Also, many sets in use are ready for replacement and there is an increasing number of second-set homes. The fact that we are still selling 10 million or more radios with over 100 million in use seems to indicate that saturation is only a relative term."

Mr. Balcom gave these reasons for his prediction that 1955 will be another good year for the industry:

Most economic forecasts indicate a general rise in business and consumer purchasing in which I am sure our industry will get its share.

Military procurement of electronic equipment and components is expected to remain relatively stable and may well rise due to the widening use of electronics in almost all military operations.

A substantial rise in production of color television receivers will more than offset, because of a much higher cost, an expected mild decline in black and white set sales.

The steady growth in industrial and commercial uses of electronics will continue. An example is the development of computers for department stores and other business offices.

AGENCY BACKS FORECAST OF TRENDS FOR CLIENTS

Anderson & Cairns sponsors scientific business forecast for 1955-56 by the Institute for Trend Research.

ANDERSON & CAIRNS, New York advertising agency, has launched a new service for its friends and clients: sponsorship of a scientific business forecast for 1955-56 by the Institute for Trend Research, Hopkinton, N. H.

The institute is a non-profit corporation organized to increase scientific knowledge of economic trends and patterns. It carries on research education and service to its member companies.

T. Hart Anderson Jr., chairman of the board of Anderson & Cairns, gave a practical check list for top management decisions designed to help any company improve its competitive position during a short decline.

"First, on the financial side," he said, "get into liquid position. Put financial fat on your bones between now and mid-1955. Second, as to merchandising, get ready to push both the luxury and economy ends of the price market. Use your liquid position to make needed price reductions early rather than too late on middle priced lines. Don't overstock dealers unless you want your goods to look like slow movers. Third, as to advertising, lay out plans which you can carry through undisturbed if the 1955-56 decline develops so you can take advantage of competitors who may be forced to curtail sharply. Fourth, as to product development, plan to introduce new or improved items even after the bottom of the decline is reached and before competition is aware of the developing rise."

Ratner Elected V.P. at M-E

VICTOR M. RATNER, formerly with Theatre Network Television and R. H. Macy & Co., and previously at CBS, where he was a vice president, has been elected a vice president of McCann-Erickson, New York.

LATEST RATINGS

ARB

Top 10 Network Tv Programs Dec. 1-7

		Rating
1.	Dragnet (NBC)	51.9
2.	You Bet Your Life (NBC)	50.4
3.	Jackie Gleason (CBS)	50.1
4.	I Love Lucy (CBS)	49.6
5.	Toast of the Town (CBS)	49.2
6.	Bob Hope (NBC)	43.4
7.	Two for the Money (CBS)	41.2
8.	This Is Your Life (NBC)	40.2
9.	Disneyland (ABC)	39.3
10.	George Gobel (NBC)	39.2
		Viewers (000)
1.	Toast of the Town (CBS)	43,860
2.	Jackie Gleason (CBS)	43,100
3.	You Bet Your Life (NBC)	40,250
4.	Dragnet (NBC)	39,300
5.	I Love Lucy (CBS)	38,580
6.	Bob Hope (NBC)	36,280
7.	Disneyland (ABC)	35,730
8.	Two for the Money (CBS)	31,680
9.	George Gobel (NBC)	31,210
10.	Your Hit Parade (NBC)	30,240

NIELSEN

Two Weeks Ending Nov. 13 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-week (Average for all programs)		(1,026)
1.	Lux Radio Theatre (NBC)	2,845
2.	Jack Benny Show (CBS)	2,799
3.	People Are Funny (Toni) (NBC)	2,705
4.	Amos 'n' Andy (CBS)	2,612
5.	You Bet Your Life (NBC)	2,566
6.	Dragnet (NBC)	2,519
7.	Our Miss Brooks (Amer. Home) (CBS)	2,379
8.	Our Miss Brooks (Toni) (CBS)	2,286
9.	People Are Funny (Mars) (NBC)	2,286
10.	My Little Margie (CBS)	2,286
Evening, Multi-weekly (Average for all programs)		(933)
1.	News of the World (NBC)	1,726
2.	One Man's Family (NBC)	1,586
3.	Amos 'n' Andy (CBS)	1,586
Weekday (Average for all programs)		(1,446)
1.	Young Widder Brown (Toni) (NBC)	2,332
2.	Stella Dallas (Toni) (NBC)	2,286
3.	Ma Perkins (CBS)	2,286
4.	Helen Trent (Participating) (CBS)	2,192
5.	Road of Life (CBS)	2,146
6.	Our Gal, Sunday (Amer. Home) (CBS)	2,099
7.	Guiding Light (CBS)	2,099
8.	Stella Dallas (Sterling) (NBC)	2,099
9.	Young Widder Brown (Sterling) (NBC)	2,099
10.	Young Dr. Malone (CBS)	2,099
Day, Sunday (Average for all programs)		(466)
1.	Nutrilite Show (NBC)	1,073
2.	Galen Drake (Gen. Foods) (CBS)	980
3.	Sunday Gatherin' (CBS)	980
Day, Saturday (Average for all programs)		(840)
1.	City Hospital (CBS)	1,679
2.	Gunsmoke (CBS)	1,679
3.	Robert Q. Lewis (Van Camp) (CBS)	1,539

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TRENDEX

Top 10 Evening Sponsored Network Tv Shows Dec. 1-7

Rank	Program	Rating
1.	Jackie Gleason (CBS)	41.8
2.	Dragnet (NBC)	38.2
3.	You Bet Your Life (NBC)	35.3
4.	This Is Your Life (NBC)	34.7
5.	Toast of the Town (CBS)	34.6
6.	I Love Lucy (CBS)	34.0
7.	Talent Scouts (CBS)	33.1
8.	Two for the Money (CBS)	29.9
9.	Person to Person (CBS)	29.3
10.	Bob Hope Show (NBC)	28.9

VIDEODEX

TOP 10 SPOT SHOWS—Nov. 1-7

	Program	% Tv Homes	No. of Cities	No. Tv Homes (000s)
1.	I Led Three Lives (Ziv)	20.2	108	3,952
2.	Liberace (Guild Films)	17.7	160	4,929
3.	The Star and the Story (Official)	17.4	22	1,074
4.	Annie Oakley (CBS-TV Film Sales)	16.5	94	4,409
5.	Badge 714 (NBC-TV Film Div.)	15.9	144	4,527
6.	Death Valley Days (McCann-Erickson)	15.0	39	2,432
7.	Waterfront (United Tv Programs)	14.4	63	2,567
8.	The Falcon (NBC-TV Film Div.)	14.3	29	1,384
9.	Ellery Queen (TPA)	14.1	22	1,446
	Janet Dean, R. N. (MPTV)	14.1	34	2,664
	Wild Bill Hickok (Needham, Louis & Brorby)	14.1	98	3,781
10.	Meet Corliss Archer (Ziv)	13.9	78	3,020

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Adds Commercial Chore

ARRANGEMENT has been concluded between actor Robert Cummings and William Esty Co. whereby the star will write the commercials for R. J. Reynolds Tobacco Co. (Winston cigarettes) on the upcoming NBC-TV *Robert Cummings Show*. This new practice is expected to lend a fresh approach to the commercials, giving them spontaneity and sincerity of delivery. The new series premieres Jan. 2.

Klug Succeeds Fred Miller As Miller Brewing President

NORMAN R. KLUG, vice president and secretary of Miller Brewing Co., Milwaukee, has been elected president of the brewery, succeeding the late Frederick C. Miller, 48, who with a son was killed in a plane crash at Milwaukee's Mitchell Field Dec. 17. Funeral services were held last Monday.

In addition to Mr. Klug's appointment, Lorraine Hohn Mulberger, vice president and a cousin of Mr. Miller, was elected treasurer. Edward W. Huber, vice president in charge of production, was given the additional duties of secretary and elected a director to fill Mr. Miller's vacancy.

Mr. Miller, onetime Notre Dame football great, was elected to the presidency of the firm in 1947 and is credited with leading Miller to one of the top five positions in the brewing industry in point of sales. Miller's radio-tv budget is $3 million. Mr. Miller also was a director of the Milwaukee Braves baseball team, whose games the firm sponsored on radio in 1953-54.

He is survived by his widow, a sister, six daughters and another son.

Adv. Week Kits Distributed

CAMPAIGN KITS containing materials for promotion of all phases of the third annual National Advertising Week salute scheduled for Feb. 13-19, have been mailed to 110 advertising clubs and Advertising Week chairmen of the Advertising Federation of America. The mailing was announced last week by J. L. Van Volkenburg, president of CBS-TV and general AFA chairman for the event, which is cosponsored by the Advertising Assn. of the West and the U. S. Chamber of Commerce as well as AFA.

The kits include newspaper mats, magazine plates, tv telops and scripts, radio transcriptions and scripts, window displays, posters and editorials intended for publication in printed media. The material was prepared at Foote, Cone & Belding, New York, under the direction of Roger Pryor, vice president in charge of the agency's tv department, and Otis Winegar, FC&B vice president.

Nielsen Dedicates New Office

NEWLY-COMPLETED office building in Menlo Park, Calif., was dedicated Dec. 17 by A. C. Nielsen Co. The building houses West Coast offices of the market research firm formerly located on Bush St. in San Francisco. Construction was undertaken because of expansion of western operations servicing food, drug and radio-television index clients in 11 states.

Obviously OUTSTANDING . . .

WMBD JUVENILE THEATRE HELPS BRIGHTEN CHRISTMAS FOR THOUSANDS

LITTLE folks did a BIG job for hundreds of needy Peoriarea families this Christmas. The sixth annual Lions Club Juvenile Theatre Christmas Review filled Christmas baskets for 650 families. Admission to the two hour show at Bradley Fieldhouse was by the donation of canned goods.

over 3,000 people saw the show

over 6,000 cans of food collected

over 650 food baskets distributed

This is another example of WMBD's service to the community and is clear evidence of WMBD's power in the Peoriarea.

NOW SERVING MORE ADVERTISERS THAN ALL OTHER PEORIA RADIO STATIONS . . . COMBINED!

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network
5000 Watts

PIB REVEALS 13 OF 28 PRODUCT GROUPS ARE INVESTING MORE IN RADIO IN 1954

Figures for first nine months of this year show automotive, with $2 million more, and beer and wine, with $1 million more, leading those investing more in network advertising.

THIRTEEN of 28 national advertiser product groups spent more in network radio as of September of this year than they did for a comparable nine-month period in 1953, an analysis of Publishers Information Bureau data indicates.

Thus, while network radio's total annual gross billings can be expected to show a decline at the year's end, it will not hold true that all top product groups correspondingly will show expenditure decreases.

Among these 13 are a number which have increased network radio expenditures substantially. Prominent in this category are automotive and related products, which spent some $2 million more, and beer and wine, which boosted expenditures by some $1 million. Other product groups showing increases in network radio: fuels, jewelry, transportation, insurance, horticulture, building materials, office equipment, publishing and media and "miscellaneous." (See tables.)

Interestingly enough, the same product groups with increased network radio expenditures also—except for two (jewelry and publishing)—boosted their totals in network tv for the nine-month period this year compared with last year.

PIB's report for September also showed Procter & Gamble, Gillette Co., Colgate-Palmolive Co., Lever Bros., and General Mills to be among the top 10 network advertisers in both radio and tv; General Motors to be the leading automotive user of radio and Chrysler Corp. of tv; P. Lorillard Co. tops among cigarette firms using network radio with R. J. Reynolds Tobacco Co. and American Tobacco Co. similarly tops in network tv.

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DURING SEPTEMBER 1954

Agriculture & Farming		Allis-Chalmers Mfg. Co.	34,423
Apparel, Footware & Access.		Exquisite Form Brassiere Inc.	22,442
Automotive, Auto Access. & Equip.		General Motors Corp.	194,085
Beer, Wine & Liquor		Anheuser-Busch Inc.	153,302
Bldg. Materials, Equip. & Fixtures		Johns-Manville Corp.	103,674
Confectionery & Soft Drinks		William Wrigley Jr. Co.	124,238
Consumer Services		American Telephone & Telegraph Co.	62,741
Drugs & Remedies		Miles Labs	433,785
Entertainment & Amusements		Shipstad & Johnson Ice Follies of 1955	498
Food & Food Products		General Mills Inc.	320,490
Gasoline, Lubricants & Other Fuels		Standard Oil Co. of Indiana	98,152
Household Equipment & Supplies		Philco Corp.	83,850
Insurance		Prudential Insurance Co. of America	57,911
Jewelry, Optical Goods & Cameras		Longines-Wittnauer Watch Co.	155,044
Office Equip., Writing Supplies, Stationery & Access.		Minnesota Mining and Manufacturing Co.	68,904
Political		Citizens Committee for Eisenhower	2,330
Publishing & Media		First Church of Christ Scientist	14,680
Radio, Tv Sets, Phonographs, Musicial Instruments & Access.		RCA	152,846
Smoking Materials		P. Lorillard Co.	265,234
Soaps, Cleansers & Polishes		Procter & Gamble Co.	678,328
Toiletries & Toilet Goods		Gillette Co.	491,361
Transportation, Hotels & Resorts		State of Florida	33,000
Miscellaneous		American Federation of Labor	113,966

TOP TEN RADIO NETWORK ADVERTISERS IN SEPTEMBER 1954

1.	Procter & Gamble Co.	$ 913,513
2.	Gillette Co.	491,361
3.	Miles Labs	433,785
4.	Lever Brothers	355,822
5.	General Mills	327,321
6.	Colgate-Palmolive	316,040
7.	American Home Products	272,842
8.	Sterling Drug	265,428
9.	P. Lorillard Co.	265,234
10.	General Motors	262,989

TOP TEN TV NETWORK ADVERTISERS IN SEPTEMBER 1954

1.	Procter & Gamble Co.	$2,101,073
2.	Gillette Co.	1,382,759
3.	Colgate-Palmolive Co.	1,105,501
4.	R. J. Reynolds Tobacco Co.	1,055,135
5.	Chrysler Corp.	801,384
6.	Lever Brothers	770,620
7.	General Foods Co.	751,991
8.	General Mills	732,932
9.	American Tobacco Co.	687,240
10.	General Electric Co.	591,036

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING SEPTEMBER 1954

Apparel, Footwear & Access.		International Shoe Co.	$ 105,332
Automotive, Auto. Access. & Equip.		Chrysler Corp.	801,384
Beer, Wine, & Liquor		Pabst Brewing Co.	223,968
Bldg. Materials, Equip. & Fixtures		Reardon Co.	37,012
Confectionery & Soft Drinks		Coca-Cola Co.	242,050
Consumer Services		Electric Cos. Advertising Program	70,353
Drugs & Remedies		American Home Products	456,911
Entertainment & Amusements		Shipstad & Johnson Ice Follies of 1955	8,970
Food & Food Products		General Foods Co.	751,991
Gasoline, Lubricants & Other Fuels		Gulf Oil Corp.	136,716
Household Equipment & Supplies		General Electric Co.	515,103
Household Furnishings		Armstrong Cork Co.	135,780
Industrial Materials		U. S. Steel Corp.	110,850
Insurance		Prudential Insurance Co. of America	78,162
Jewelry, Optical Goods & Cameras		Longines-Wittnauer Watch Co.	51,845
Office Equip., Writing Supplies, Stationery & Access.		Hallmark Cards Inc.	150,129
Political		Pennsylvania State Democratic Com.	5,875
Publishing & Media		Curtis Publishing Co.	42,723
Radio, Tv Sets, Phonographs, Musical Instruments & Access.		Philco Corp	230,575
Smoking Materials		R. J. Reynolds Tobacco Co.	1,055,135
Soaps, Cleansers & Polishes		Procter & Gamble Co.	1,867,196
Toiletries & Toilet Goods		Gillette Co.	1,382,759
Transportation, Hotels & Resorts		Pan American World Airways	35,580
Miscellaneous		Quaker Oats Co.	87,097

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1954 COMPARED WITH 1953

	Sept. 1954	Jan.-Sept. 1954	Sept. 1953	Jan.-Sept. 1953
Agriculture & Farming	$ 41,254	$ 615,329	$ 98,233	$ 889,625
Apparel, Footwear & Access.	34,952	422,297	144,854	789,291
Automotive, Auto Access. & Equipment	713,274	7,209,405	739,188	5,116,714
Beer, Wine & Liquor	227,361	2,499,098	203,249	1,365,291
Bldg. Materials, Equip. & Fixtures	120,472	1,292,746	212,996	1,121,634
Confectionary & Soft Drinks	175,890	1,999,858	248,138	2,287,445
Consumer Services	105,402	1,028,393	136,930	1,753,951
Drugs & Remedies	1,207,174	13,190,178	1,412,085	15,715,028
Entertainment & Amusements	498	767	8,936	8,936
Food & Food Products	2,431,926	21,803,177	2,417,289	26,498,180
Gasoline, Lubricants & Other Fuels	344,994	4,062,962	344,916	3,621,905
Horticulture	—	124,643	—	107,324
Household Equipment & Supplies	291,638	2,828,666	548,318	5,374,126
Household Furnishings	—	224,901	97,255	1,511,258
Industrial Materials	—	393,067	4,400	743,631
Insurance	182,269	1,697,109	232,633	1,628,231
Jewelry Optical Goods & Cameras	201,636	951,494	87,553	652,923
Office Equip. Writing Supplies, Stationery & Access.	68,904	893,668	67,359	433,671
Political	5,968	6,270	—	—
Publishing & Media	15,664	438,391	25,499	175,447
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	206,802	1,443,850	144,805	1,687,495
Retail Stores & Direct by Mail	—	—	1,236	11,742
Smoking Materials	770,702	7,757,850	945,030	11,068,343
Soaps, Cleansers & Polishes	1,204,724	11,246,008	1,368,242	11,580,807
Sporting Goods & Toys	—	294	—	—
Toiletries & Toilet Goods	1,341,100	14,435,959	2,056,340	19,947,289
Transportation, Hotels & Resorts	41,609	736,673	63,317	618,025
Miscellaneous	739,333	6,838,800	554,128	4,156,472
TOTALS	$10,473,546	$104,141,823	$12,162,929	$118,864,784

Source: Publishers Information Bureau

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1954 COMPARED WITH 1953

	Sept. 1954	Jan.-Sept. 1954	Sept. 1953	Jan.-Sept. 1953
Agriculture & Farming	$ —	$ 91,510	$ —	$ 4,303
Apparel, Footwear & Access.	303,763	2,272,404	322,669	1,846,324
Automotive, Auto. Access. & Equipment	1,887,372	19,501,924	1,719,771	13,604,049
Beer, Wine & Liquor	479,809	5,011,318	489,546	3,652,614
Bldg. Materials, Equip. & Fixtures	77,244	1,052,705	34,190	170,845
Confectionery & Soft Drinks	396,654	4,193,902	406,752	3,864,062
Consumer Services	70,353	623,549	52,269	445,371
Drugs & Remedies	1,198,565	10,139,533	624,907	6,326,336
Entertainment & Amusements	8,970	16,210	—	11,428
Food & Food Products	5,393,973	45,694,561	3,439,309	29,077,917
Gasoline, Lubricants & Other Fuels	252,501	2,274,757	150,461	2,060,245
Horticulture	—	23,406	—	6,113
Household Equipment & Supplies	2,404,933	18,922,675	1,274,601	12,635,080
Household Furnishings	337,970	2,897,644	279,437	1,834,322
Industrial Materials	518,465	4,371,740	245,037	2,957,713
Insurance	141,948	1,157,285	182,955	969,069
Jewelry, Optical Goods & Cameras	113,358	1,778,438	203,966	1,948,458
Office Equip., Writing Supplies, Stationery & Access.	492,699	3,487,170	118,347	944,303
Political	7,975	7,975	—	—
Publishing & Media	42,723	131,123	12,883	216,013
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	369,986	5,525,696	423,263	2,745,104
Retail Stores & Direct by Mail	—	42,345	—	23,175
Smoking Materials	3,432,251	31,250,328	3,135,513	25,946,383
Soaps, Cleansers & Polishes	3,053,872	25,110,911	2,065,835	16,407,470
Sporting Goods & Toys	—	42,502	—	23,175
Toiletries & Toilet Goods	4,853,864	34,391,741	2,846,161	25,830,029
Transportation, Hotels & Resorts	35,580	729,980	25,025	247,799
Miscellaneous	179,349	1,928,542	179,230	1,663,306
TOTALS	$26,045,177	$222,671,874	$18,232,127	$155,489,644

Source: Publishers Information Bureau

NEW BUSINESS

Borden Co. (food products), N. Y., will sponsor *Way of the World* on NBC-TV (Mon.-Fri., 10:30-45 a.m.), effective Jan. 3. Dramatic series will be completed in from 6 to 16 episodes, with new format designed to follow technique of class A women's magazine in presenting stories in short episode form. Agency: Young & Rubicam, N. Y.

Pet Milk Co., St. Louis, and **S. C. Johnson & Son** (wax and cleaner products), Racine, Wis., alternating weekly, will sponsor *Red Skelton Show* on CBS-TV in new time period, Tuesdays, 9:30-10 p.m., effective Jan. 4. Show currently on Tuesdays, 8-8:30 p.m. Agency for Pet Milk: Gardner Adv., St. Louis; for Johnson: Needham, Louis & Brorby, Chicago.

American Chicle Co. (gum), Long Island City, N. Y., signs for alternate sponsorship of *Zoo Parade* on NBC-TV (Sun., 4:30-5 p.m. EST), effective Jan. 9. Agency: Dancer-Fitzgerald-Sample, N. Y.

Swift & Co. (food), Chicago, to sponsor *Swift's Show Wagon with Horace Heidt and the American Way*, starting Jan. 8 on NBC-TV (7:30-8 p.m. EST). Agency: J. W. Thompson Co., N. Y.

Southern Calif. Plastering Institute, L. A., with San Diego, Fresno and Bakersfield plastering institutes, will sponsor annual Pasadena Rose Parade on four Columbia Tv Pacific Network stations [KNXT (TV) Hollywood, KFMB-TV San Diego, KERO-TV Bakersfield, KMJ-TV Fresno] New Year's Day. Agency: Latta & Co., L. A.

Consolidated Cosmetics Inc. (Lanolin Plus, other products), Chicago, will sponsor Monday broadcast of *Bing Crosby Show*, CBS Radio (Mon.-Fri., 9:15-9:30 p.m. EST), starting Jan. 3. Agency: Frank E. Duggan Adv., Chicago.

Tidewater Associated Oil Co., S. F., starts Saturday Pacific Coast Conference basketball game broadcasts on 40 ABC Radio Pacific Coast Net-

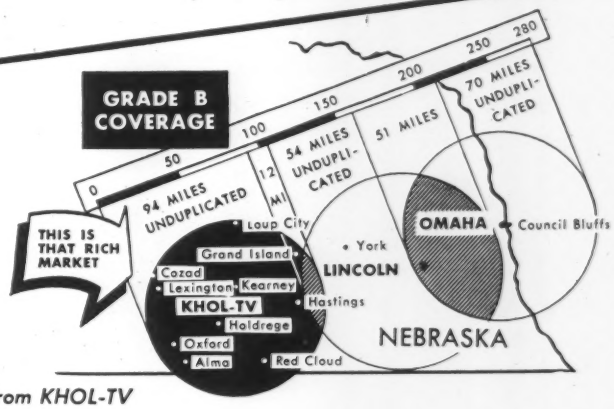
Everybody's Talking About It!

78,221
CARDS and LETTERS
to KHOL-TV said...

"We Receive No Other TV Station Regularly!"

HERE'S
UNDUPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.



Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

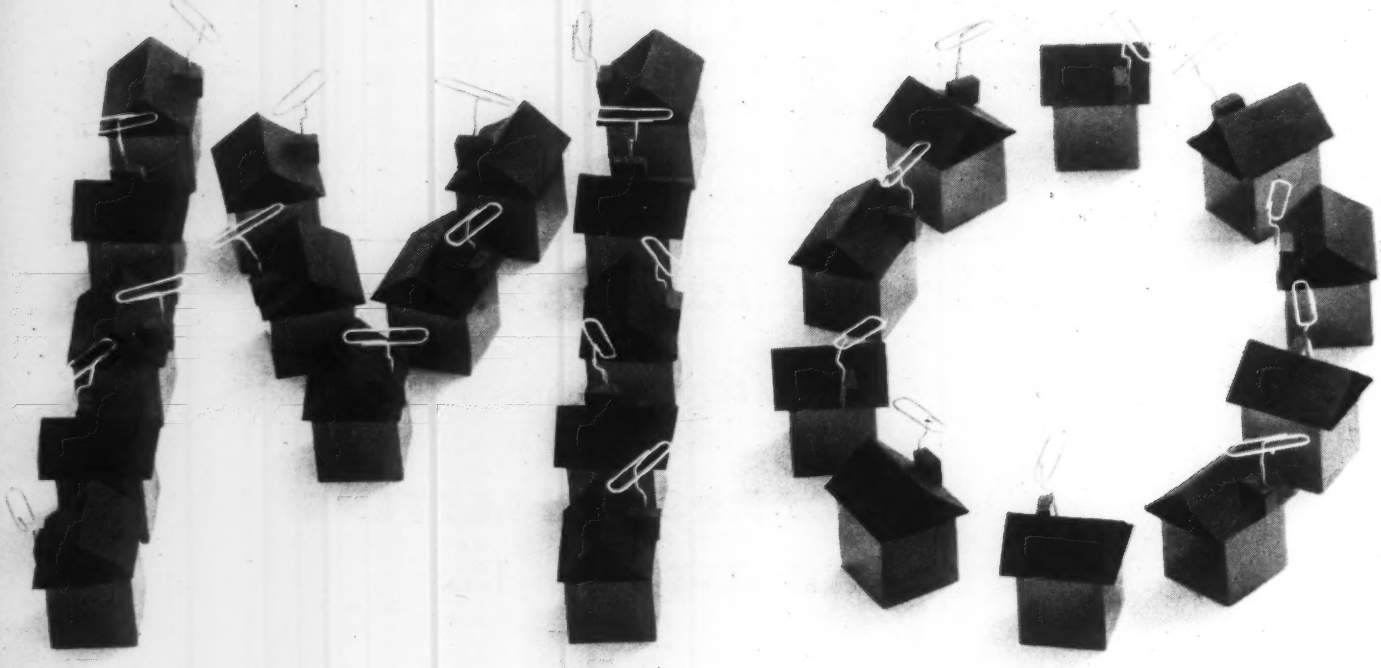
CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by
BI-STATES COMPANY

JACK GILBERT, Station Manager
Phone Axtell, Nebr. SH-3-4541
AL McPHILLAMY, Sales Manager

CBS • ABC • NBC • DUMONT • NETWORKS

REPRESENTED NATIONALLY BY MEEKER TV, INC.

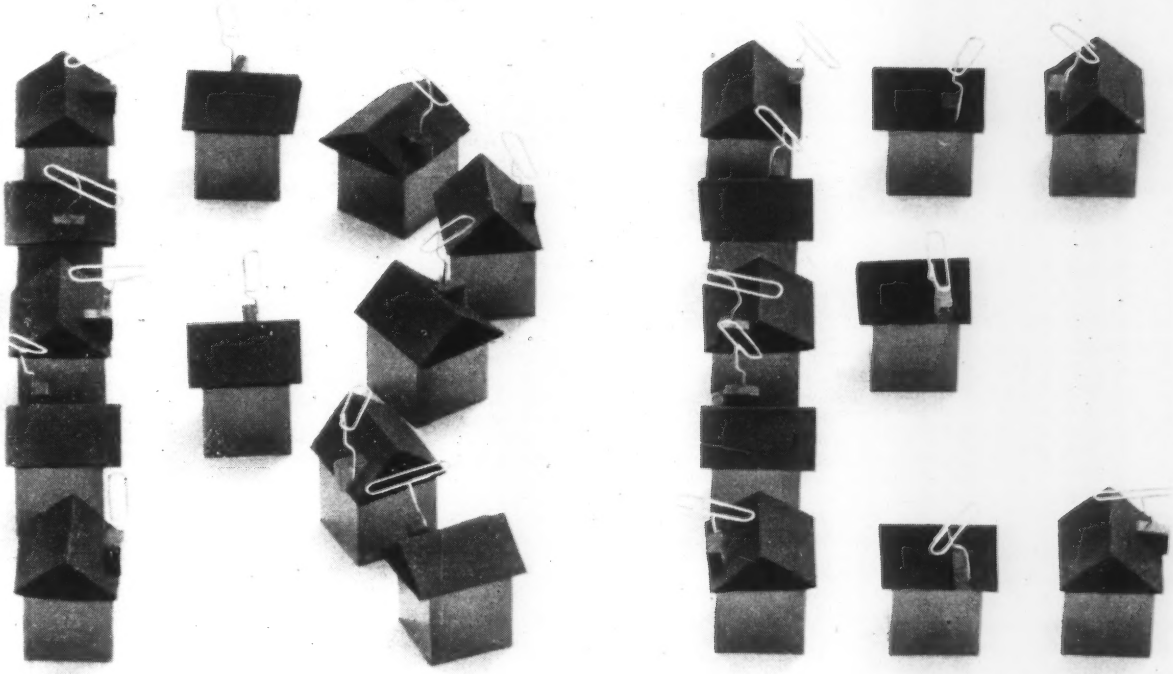


MORE homes. More families. More people. No matter how you figure it, NBC Television delivers more, and keeps on delivering.

MORE homes for nighttime sponsors—an average of 803,000 more homes per program than the second network since the middle of September, when the most competitive programming in TV's history began. That's almost equivalent to all the homes in Connecticut and Rhode Island, and it's *extra!*

MORE programs in the "Top Ten." In the first four Nielsen Reports this fall, NBC twice hit six out of ten, and twice made it seven out of ten. It's seven out of ten in the latest Nielsen pocket-piece, and every one of them reached more than 11,000,000 homes; the details are listed on the opposite page.

MORE sets tuned to NBC Spectaculars, and the dynamic program leadership that they represent. The latest Nielsen report shows still another of these 90-minute color super-shows in the top ten: the sixth to make a top-ten-



sized audience out of the seven so far rated. And the seventh barely missed.

MORE homes for the time-tested programs, too. It's seven years now since Milton Berle took command of Tuesday night for NBC. He still holds it, and as the listing shows, he's attracting greater audiences than ever before.

MORE. That's the story of NBC programming. More homes. More families. More people. And naturally, more values for advertisers.

NBC's 7 out of 10

FROM THE LATEST NIELSEN REPORT*

Program	No. of Homes Reached
DRAGNET	13,998,000
YOU BET YOUR LIFE	13,221,000
BUICK-BERLE	12,463,000
MAX LIEBMAN SPECTACULAR	11,711,000
STEVE ALLEN SHOW	11,581,000
THIS IS YOUR LIFE (WK. 2)	11,549,000
FORD THEATRE	11,001,000

EXCITING THINGS ARE HAPPENING ON

NBC TELEVISION

A SERVICE OF RCA

DATA VERIFIED BY A. C. NIELSEN COMPANY
(SEPT. REPORT #2, 1954—*NOVEMBER REPORT #1)

work stations for eight weeks from Jan. 8. Agency: Buchanan & Co., S. F.

Langendorf United Bakeries Inc., S. F., starts co-sponsorship of weekly *CBS Newsroom-Sunday Desk* (Sun., 5:30-6 p.m. PST) on 15 Columbia Pacific Radio Network stations for 52 weeks, starting yesterday (Sun.). Agency: Biow, Beirn & Tiogo, S. F.

AGENCY APPOINTMENTS

American Security & Trust Co., Washington, appoints Kal, Ehrlich & Merrick, same city, effective Jan. 1. R. Edward Hotze is account executive.

Mrs. Condie's Salad Co. (packaged produce and salads), and **Cook Tea & Coffee Co.** (Ankola and Chef brand coffees), both Salt Lake City, name Gardiner Adv. Agency, same city. Tv programs being used by both firms.

Royal Nevada Hotel, Las Vegas, Nev., which opens Jan. 27, appoints Geoffrey Wade Adv., Hollywood. Snowden Hunt is account executive.

Flamemaster Chemicals Inc. (fireproofing and preservative solutions), Culver City, Calif., names Erwin, Wasey & Co. Ltd., L. A. Tv spot announcement campaign for Flamemaster No. 2, for fireproofing Christmas trees, was held on four L. A. market tv stations. Richard C. Moses is account executive.

Sunny Brook Farms Milk & Ice Cream Co., Portland, Ore., names Don Dawson Co., same city.

Dynamo Battery Co. (battery manufacturers), San Diego, appoints Dan Lawrence Co., same city.

Dean Van Lines, San Diego, and **Gardena Stadium** (sports arena), Gardena, Calif., appoint Vignolle & Powell, L. A. Nationwide radio campaign planned for former, and radio will be used to promote latter's future football, baseball and soccer events, as well as present jalopy races. Gus Vignolle and Maury Powell are respective account executives.

Nu-Color Corp. of America (Fabspray fabric paint applier), L. A., names The Edwards Co., same city. Radio-tv campaign under consideration. Edward Koblitz is account executive.

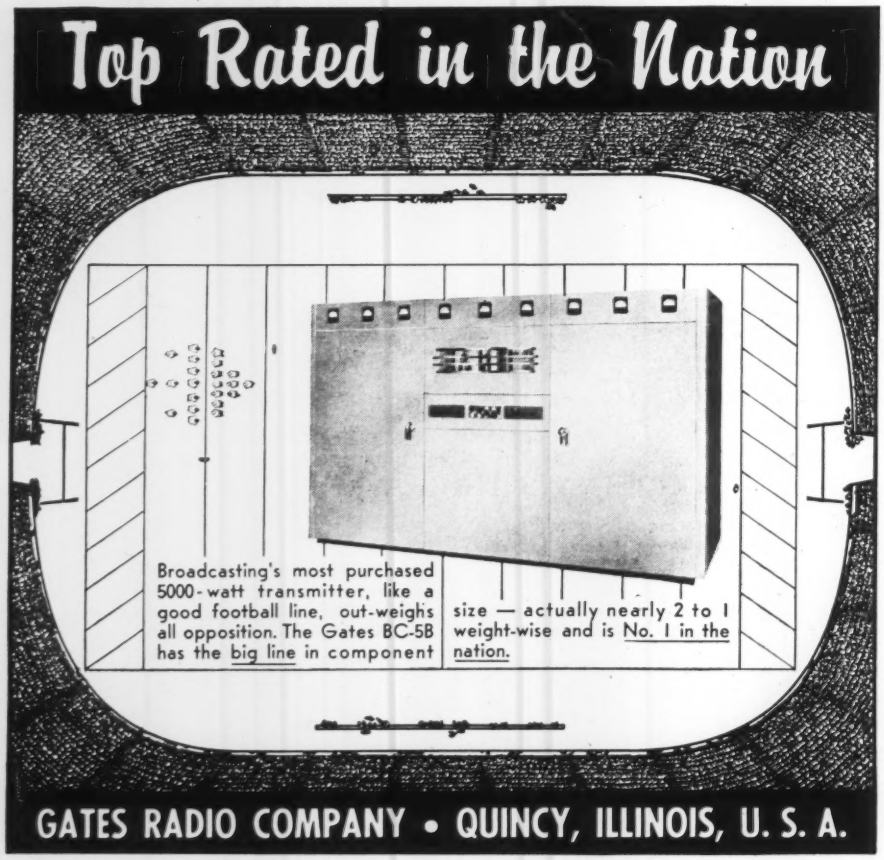
Ballentine Motor Co., Anderson, Columbia, Greenville and Greenwood, S. C., Charlotte, N. C., and Atlanta and Augusta, Ga.; **Belmont Abbey College,** Belmont, N. C.; **Roberson's Beverages,** Washington, N. C.; **Britt-Clary Brokerage Co.,** Greenville, S. C.; **Long Meadow Farms,** Durham, N. C., and **N & W Industries,** Lynchburg, Va., appoint Walter J. Klein Co., Charlotte. First three accounts will use all media, last three tv only.

American Tuck Corp. (tape), N. Y., has appointed Grey Adv., same city.

Rochester (N. Y.) Hospital Service Corp. and **Genessee Valley Medical Care Inc.** (Blue Cross and Blue Shield for Rochester area) has named Hart-Conway Co., Rochester. Various media will be used throughout western New York.

H. J. Caruso & Co. (Dodge-Plymouth dealer), Compton, Calif., appoints Jim Fallon Inc., L. A. Radio-tv will be used.

Field Enterprises Inc., educational div. (World Book Encyclopedia, Childcraft), Chicago, appoints Russel M. Seeds Co., same city.


Top Rated in the Nation
Broadcasting's most purchased 5000-watt transmitter, like a good football line, out-weighs all opposition. The Gates BC-5B has the big line in component
size — actually nearly 2 to 1 weight-wise and is No. 1 in the nation.
GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

A&A PEOPLE

Mildred Fulton, Biow Co., N. Y., to McCann-Erickson, same city, as chief timebuyer for Bulova Watch Co. account [CLOSED CIRCUIT, Dec. 13].

C. G. Grace, executive vice president, general manager and board member, Canadian Co., named president, Colgate-Palmolive Ltd., Toronto, effective Jan. 1.

D. M. Greene, general manager, KTVU (TV) Stockton, Calif., to S. K Olympius & Staff, same city, as executive vice president.

Frank M. McGivern, formerly account executive, WBKB (TV) Chicago, to Strand, Moore & Strand, Kankakee, Ill., as vice president and account executive, serving in Chicago metropolitan area.

Wiliam R. Kinnaird, account executive, McCann-Erickson, Chicago, elected vice president.

H. C. Huebner appointed vice president in charge of merchandising, Polk Bros. Furniture & Appliance Stores, Chicago.

Rickey Barr, secretary, The Edwards Agency, L. A., named media director.

Jack Tenney, formerly national sales manager, Norge Div. of Borg-Warner Corp., Chicago, appointed sales manager, Admiral Corp., same city, succeeding **Joseph P. Halpin,** resigned.

Ang Eline Gribler, formerly advertising manager, Sayman Products Co. (soap), St. Louis, to Prince Gardner Co. (leather goods), same city, in same capacity.

John Ashbaugh, J. E. Ashbaugh Co., Portland, Ore., to Botsford, Constantine & Gardner, same city, as former agency disbands. Ashbaugh accounts also to BC&G.

Richard Essey, Lever Bros., N. Y., to Grey Adv., same city, as manager of office services.

William C. Logan, art director in sales promotion, McCann-Erickson, N. Y., to Bryan Houston, same city, as art director in charge of sales promotion; **Andrew T. Halmay,** formerly tv director, Stuart Bowman, MacPherson, Toronto, to Bryan Houston as copywriter; **Ralph J. Kidd,** Hilton & Riggio, N. Y., to production department of agency.

Jim Fallon, account executive, Warwick & Legler Inc., L. A., forms own agency, Jim Fallon Inc., with offices at 3511 W. 6th St.; telephone: Dunkirk 5-3263.

Garth B. Jones, copy and merchandising staff, Beaumont & Hohman Inc,, L. A., to broadcasting staff, Leo Burnett Co., Hollywood.

Lee Russell, publicity director, Shulton Inc. (toiletries), N. Y., resigns to accept honorary appointment as student-instructor, SRI Aurobindo International U. Centre, Pondicherry, India.

Don P. Nathanson, vice president, Weiss & Geller Inc., Chicago, appointed publicity chairman, radio-tv section, public relations group, Heart Fund Drive, Chicago Heart Assn.; **Daniel Welch,** account executive, Needham, Louis & Brorby, Chicago, named co-chairman, publicity committee; other radio-tv committee members: **Bennett Cooper, Richard Sachse** and **Robert Natkin,** all Weiss & Geller.

Albert Schoenfield, production manager, Neale Adv. Assoc., L. A., father of girl, Diane, Dec. 2.

Cliff Hosking, 55, vice president in charge of L. A. office, Abbott Kimball Co. of Calif., died Dec. 2; he is succeeded by **Hugo Scheibner.**

MCA-TV ACQUIRES ALL UTP PROPERTIES IN $1 MILLION DEAL; ABSORBS PERSONNEL

Jack Gross and Phil Krasne, owners of UTP, will revert to production-only status with Gross-Krasne Productions. UTP now becomes part of MCA-TV film syndication division with Wynn Nathan, UTP sales vice president, becoming vice president and general sales manager.

MR. NATHAN

MR. BECKWITH

ACQUISITION BY MCA-TV of all United Television Programs properties and the absorption of all UTP personnel into the MCA-TV organization were announced last Tuesday by David V. Sutton, vice president and member of the board of MCA-TV.

MR. SUTTON

Negotiations leading to the transaction, involving 10 filmed series from UTP, were conducted by Mr. Sutton, Jack Gross and Phil Krasne, owners of UTP, who will revert to a production-only status with Gross-Krasne Productions. The cost to MCA-TV is understood to be about $1 million.

"UTP now becomes a part of the MCA-TV film syndication division," Mr. Sutton said. "MCA-TV film syndication division will now have the largest sales force in the television film industry and makes available to local and regional advertisers 23 diversified quality tv shows on film."

The MCA roster of shows, with the addition of UTP properties, includes: *Abbott and Costello, Biff Baker, U. S. A., City Detective, Famous Playhouse, Curtain Call, Follow That Man, Guy Lombardo, Heart of the City, Hollywood Offbeat, I Am the Law, Man Behind the Badge, Mayor of the Town, Playhouse 25, Pride of the Family, Royal Playhouse, Counterpoint, Soldiers of Fortune, Space Ranger, Telesports Digest, Touchdown, The Lone Wolf, Waterfront* and *Where Were You?*

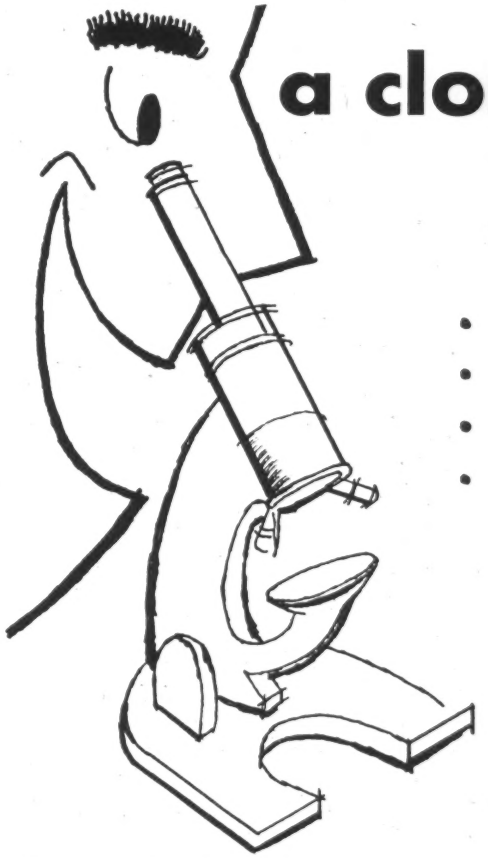
Under the transfer, Wynn Nathan, former sales vice president of UTP, becomes vice president and general sales manager of the MCA-TV film syndication division. The following executives previously associated with UTP will work under Mr. Nathan: Aaron Beckwith, vice president and sales manager of the New York office; Tom McManus eastern sales manager; John Rohrs, vice president and midwestern sales manager; Robert Greenberg, vice president and western sales manager, and Ray Wilde, southwestern sales manager.

Other executives named as field supervisors of the film syndication division include Frank Brill, New York; DeArv Barton, Cleveland; Karl Von Shallern, Chicago; Layton Bailey, Dallas, and Ed Simmel, New Orleans.

The MCA-TV film syndication division will maintain 19 offices in the U. S. plus offices in London, Paris and Toronto. Offices in the U. S. are in Atlanta, New Orleans, Beverly Hills, New York, Boston, Philadelphia, Chicago, Pittsburgh, Cincinnati, Roanoke, Cleveland, Salt Lake City, Dallas, San Francisco, Detroit, Seattle, Minneapolis, St. Louis and Kansas City.

Additionally, Mr. Sutton announced the creation of a station program sales division and a merchandising division within the framework of MCA-TV. Lou Friedland has been appointed vice president in charge of the station program sales division, which will consist of salesmen calling directly on stations selling the MCA program package film plan.

Frank Mincola, who recently handled all merchandising for *The Lone Ranger*, has been named vice president in charge of the mer-



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- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

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316,000 Watts

WTHI-TV

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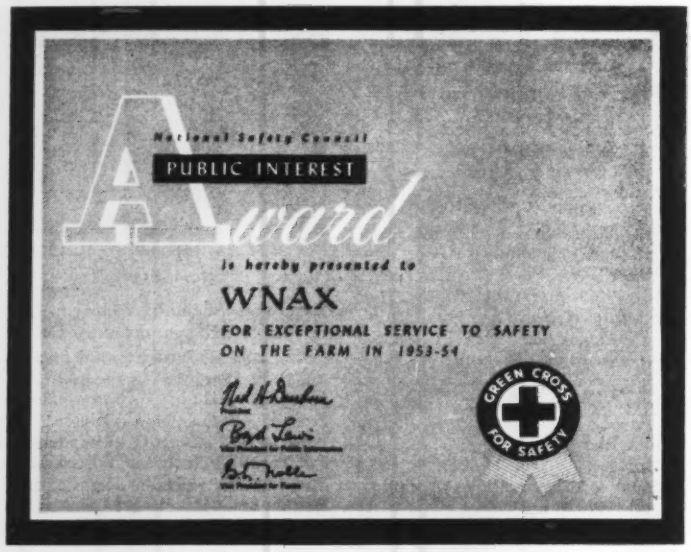

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PUBLIC INTEREST AWARD

presented to

WNAX·570

"for exceptional service to safety on the farm in 1953-54"

Only station in the nation to receive a National Safety Council Farm Safety Award for 5 consecutive years.

Constant attention to programming in the public interest is the primary concern of Cowles stations.

WNAX 570

Yankton, South Dakota

A Cowles Station . . . under the same management as KVTV.

chandising division, which will specialize in sponsor tie-ups with MCA-TV film properties and with special advertising and promotion items to be manufactured and distributed in connection with MCA-TV shows.

Mr. Sutton disclosed that "the largest advertising and direct mail campaign in the history of the tv film syndication industry" is scheduled to begin after the first of the year. He said the advertising and sales promotion staff has been doubled to meet increased activity in those areas.

ZIV TELEVISION PLANS EXPANDED FILM PROGRAM

ZIV TELEVISION PROGRAMS Inc. will undertake a program of expansion in "almost every area" in 1955, John L. Sinn, president of the company, reported last week in a yearend statement.

The "greatest expansion," Mr. Sinn said, will be in the number of filmed series produced, the sales force of the company and its international division. He noted that plans for enlargement of activities are an extension of the "rapid sales growth" experienced by Ziv over the past two years, pointing out that the company's gross volume in that period of time has increased two and one-half times.

In 1954, Ziv produced six tv film series: *I Led Three Lives, Meet Corliss Archer, Favorite Story, Cisco Kid, Mr. District Attorney* and *the Eddie Cantor Comedy Theatre.* In 1955, Mr. Sinn said, Ziv will produce six additional filmed series, including drama, situation comedy, science-fiction, musical comedy and panel shows.

Mr. Sinn revealed plans to expand the sales force to meet the increased production scheduled for next year, and said "the only ceiling which will be put on the increase in the organization depends upon the number of topflight sales executives available." He claimed that the augmented sales force will provide Ziv with "the largest corps of account executives ever employed by a television film company."

In discussing plans for increased foreign distribution in 1955, particularly in Europe and Latin America, Mr. Sinn reported that such Ziv programs as *The Unexpected, Yesterday's Newsreel, Mr. District Attorney, Favorite Story, Cisco Kid* and *Boston Blackie* currently are telecast, with Spanish soundtrack, in such countries as Puerto Rico, Cuba, Mexico, Colombia and Venezuela. A seventh program, *I Led Three Lives,* is being prepared for Latin American distribution, Mr. Sinn said, adding that Ziv also plans to dub Portugese sound tracks for Brazil. In Europe, according to Mr. Sinn, Ziv will distribute films with German, French and Italian sound tracks in Germany, Italy and France, as well as in Switzerland, Holland and Belgium.

Fourteen Tv's Join Vitapix Station Roster

STATION membership of Vitapix Corp. rose to 44 last week as 14 more tv stations joined the film-distributing firm, according to a joint announcement by John E. Fetzer, Fetzer Stations, Vitapix board chairman, and Kenyon Brown, KWFT-TV Wichita Falls, Tex., president.

New outlets that have been added to those already belonging to Vitapix following its contract to sell all Guild Films Co. programs include WDAK-TV Columbus, Ga.; WFMY-TV Greensboro, N. C.; WGR-TV Buffalo; WILK-TV Wilkes-Barre, Pa.; WKRC-TV Cincinnati; WMBV-TV Green Bay, Wis.; WMT-TV Cedar

Rapids, Iowa; WPTZ (TV) Philadelphia; WRDW-TV Augusta, Ga.; WSLS-TV Roanoke, Va.; KDUB-TV Lubbock, Tex.; KTVH (TV) Hutchinson, Kan.; WFBM-TV Indianapolis, and KWK-TV St. Louis.

Messrs. Fetzer and Brown said that "the response indicated by addition of 13 major facilities in less than three weeks confirms the opinion of Vitapix and Guild boards and officers that this new plan for nationally sponsored programs on film has won the support of those who operate tv facilities."

Reub Kaufman, Guild president, said production of new programs for national sponsorship is underway. "We have been calling on national agencies and advertisers during the last few weeks," he said, "and will soon announce the first of the sponsored series."

'Len Firestone Drive' Termed Success by Unity

THE "Len Firestone Drive" was termed a "grand success" last week by Arche Mayers, president of Unity Television Corp., who said that more than $1.5 million in contracts have been signed since the campaign began Oct. 1. The drive will end Dec. 31.

Organized in honor of Len Firestone, sales manager of Unity, the drive is designed as a combination promotion-sales-advertising campaign and recognition of the company's top salesman. Prizes totaling more than $1,000 will be awarded to Unity field men responsible for the largest dollar volume, largest number of contracts and the highest single contract.

Mr. Mayers stated that thus far Bill Young, North Central Div. manager, leads in the largest dollar volume category; Jerry Weisfeldt, West Coast branch manager, in largest number of contracts, and Noah Jacobs, Eastern Div. manager, in the highest single contract.

FILM SALES

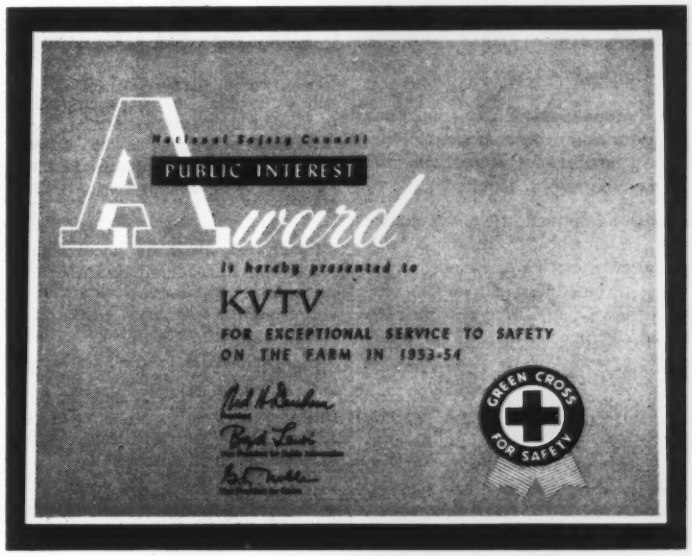
Sterling Television Co., N. Y., reports sale of 24 different shows to 99 stations across country during November. Included were two plays each of 100 programs of *Movie Museum* scheduled by KRCA (TV) Los Angeles for across-the-board showing. Christmas shows also were sold to 56 stations.

Interstate Television Corp., N. Y., has sold *Little Rascals* to WCCO-TV Minneapolis, WBKB (TV) Chicago, WTVO (TV) Rockford, Ill., and WPIX (TV) New York. Previous sales of series have been made to WXYZ-TV Detroit, KBTV (TV) Denver, WBEN-TV Buffalo, KSL-TV Salt Lake City, XETV (TV) San Diego, KING-TV Seattle, KDAL-TV Duluth, Minn., KPHO-TV Phoenix, KRON-TV San Francisco, KNXT (TV) Los Angeles and KTSM-TV El Paso. Interstate also has sold *Hans Christian Andersen* to WMIN-TV St. Paul, WTOP-TV Washington and KMBC-TV Kansas City, Mo., and *Ethel Barrymore* to KOMU-TV Columbia, Mo.

Guild Films Co., N. Y., has announced *Florian Zabach Show* sold in five new markets, raising number of stations carrying program to 67. New stations: WTVW (TV) Milwaukee; KIDTV Idaho Falls, Idaho; KGGM-TV Albuquerque; WFLA-TV Tampa, Fla., and WABI-TV Bangor, Me.

Official Films, N. Y., has signed contract with KTTV (TV) Hollywood for *The Star and the Story,* half-hour tv film series, effective early Jan., whereby station acquires first-run rights to new films and re-run rights to 39 films already shown on KNXT (TV) Hollywood.

M & A Alexander Productions, Hollywood,



National Safety Council

PUBLIC INTEREST AWARD

presented to

KVTV

"for exceptional service to safety on the farm in 1953-54"

One of only 3 television stations in the nation to receive this award.

Constant attention to programming in the public interest is the primary concern of Cowles stations.

KVTV Channel 9
Sioux City, Iowa

A Cowles Station . . . under the same management as WNAX-570.

leases rights of "Black Beauty," "Tender Years" and "Secret Command" feature films to KRON-TV San Francisco.

RANDOM SHOTS

Academy Film Productions Inc., Chicago, has completed modernization and remodeling program, which was underway for three months without disrupting shooting schedule.

Filmack Trailer Co. (production), Chicago, has opened tv department at N. Y. plant, 630 9th Ave., to service eastern advertising agencies. Existing facilities to be expanded to offer complete production service for all types of video commercials and slides, according to company.

FILM PEOPLE

Dan Steele, Carson-Roberts Inc., L. A., named vice chairman, L. A. Ad Club committee to assist L. A. branch, American Cancer Society; with committee members **Nelms Black,** Charles Bowes Adv.; **Frank McArdle,** Durachrome Co.; **Erwin G. Wallenbrock,** Cannell & Chaffin; **John Bannister,** Maurice A. Kimball Co.; **James Killiam,** own advertising firm; **Gordon Leith,** Kay Mfg. Corp.; **Gordon Bryan,** Pacific Finance Corp.; **Jack Copeland,** Jack L. Copeland & Assoc.; **Harry Ebbart,** Western-Wilcox & Ebbert; and **Dick Miller,** Calif. Newspaper Publishers Assn., all L. A. Chairman is **Grant Gordon,** advertising vice president, *Fortnight* magazine, L. A. and S. F.

Malcolm J. Kipp, MCA-TV, N. Y., to sales staff, ABC Film Syndication Inc., same city.

ANA NAMES BUDD COMMITTEE HEAD

REX BUDD, director of advertising of Campbell Soup Co., has been appointed chairman of the radio-tv steering committee of the Association of National Advertisers by the ANA board of directors. Mr. Budd has served as a member of the committee for the past five years.

As chairman, he succeeds Edwin W. Ebel, director of corporate marketing of General Foods Corp., who has resigned to take up new duties as vice chairman of the association. He will continue to serve as a member of the committee.

Other members of the radio-tv steering committee are: Max Banzhaf, Armstrong Cork Co.; John H. Boyle, Reynolds Metals Co.; Walter Craig, Pharmaceuticals Inc.; Henry Gorski, P. Ballantine & Sons; R. M. Gray, Esso Standard Oil; Albert Halverstadt, Procter & Gamble Co.; C. J. Hibbard, Pet Milk Co.; Palmer McKay, Sun Oil Co.; Stanley Pulver, Lever Bros.; A. Craig Smith, Gillette Safety Razor Co.; W. M. Stedman, American Home Products Corp.; H. S. Thompson, Miles Laboratories Inc.; Frank Tucker, B. F. Goodrich Co., and Joseph Wicker, Centaur-Caldwell Div., Sterling Drug Inc.

MR. BUDD MR. EBEL

WBC Stations Join NARTB As of Jan. 1, Witting Says

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., announced last Monday that all WBC stations will join NARTB effective Jan. 1 [CLOSED CIRCUIT, Dec. 13]. Three WBC stations currently are members. They are KPIX (TV) San Francisco, WPTZ (TV) Philadelphia and KDKA Pittsburgh.

New NARTB members in the WBC group will be: WBZA Boston-Springfield; WBZ-TV Boston; KYW Philadelphia; WOWO Ft. Wayne, and KEX Portland, Ore. WDTV (TV) Pittsburgh, which WBC has purchased subject to FCC approval, is already an NARTB member.

In announcing the WBC move, Mr. Witting stated that "Westinghouse likes the vigorous measures NARTB has taken for the promotion of radio and television as advertising media." He stated that the step "represents our endorsement of NARTB's program and acknowledges the leadership of Harold E. Fellows as president of NARTB."

Tv's Have Pledged $220,000 For TvB Dues, Treyz Says

TV STATION operators already have voluntarily subscribed 55% of Television Bureau of Advertising's minimum budget of $400,000 for 1955. The percentage figure was released in advance of operators' receipt of membership application blanks, Oliver Treyz, TvB president, stated.

"TvB as of Dec. 21 has $220,000 voluntarily committed as 1955 membership dues," Mr. Treyz said. He commented that the "spontaneous support offers tangible evidence of the backing the stations throughout the country are giving to their new organization."

MacVane Elected Head Of Radio News Analysts

ELECTION of John MacVane of ABC as president of the Assn. of Radio News Analysts took place at a business meeting and Christmas luncheon at the Williams Club, New York, last Monday. He succeeds H. V. Kaltenborn. Other new officers: William Costello and Ned Calmer, vice presidents; Mr. Kaltenborn, George Fielding Eliot and Leon Pearson, executive committee; Merrill Mueller, secretary; Cesar Saerchinger, treasurer, and John W. Vandercook, assistant secretary-treasurer.

For the coming year, Mr. MacVane announced plans for the group to receive a number of foreign and American statesmen as guests for off-the-record discussions in New York or Washington. Four new members, elected by the ARNA membership, were welcomed at the Monday session. They are: Martin Agronsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.

New Conn. Broadcaster Group Elects Ryder First President

NEWLY-FORMED Connecticut Broadcasters' Assn., the first organization of its kind to be set up in that state, has elected J. Maxim Ryder, WBRY Waterbury, as its first president. Other officers are Aldo DeDominicis, WNHC New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary.

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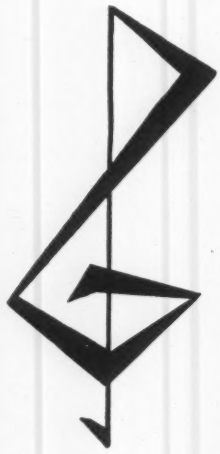

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NEW QUERIES ENLIVEN BRICKER PROBE, RESURRECT FCC TV ALLOCATIONS PLAN

Robert Jones, Senate Commerce Committee investigating group's majority counsel, precipitates speedup with new questionnaires and demands to FCC for financial and statistical data. FCC queries stations on coverage.

SEN. JOHN W. BRICKER's probe of tv networks and uhf-vhf problems—relatively quiescent since the elections—last week had come suddenly alive in a series of events which reverberated with overtones from the FCC's April 1952 Sixth Report & Order allocating a nationwide tv system.

Members of the Ohio Republican's Senate Commerce Committee investigating staff—in a burst of activity belying speculation that the Nov. 2 Democratic victories had slowed down the probe—were bombarding a reluctant FCC with demands for hard-to-get data, had mailed out the third of a series of questionnaires, had queried the FCC a second time and were preparing more queries for other groups.

Behind the big push was attorney Robert F. Jones, former Ohio congressman and FCC commissioner, named by Sen. Bricker last summer to head the probe as majority counsel. Mr. Jones was one of two dissenting members of the FCC when that body published its 1952 television allocations document breaking the four-year tv freeze.

Last week's developments saw:

• A supplemental questionnaire to the FCC asking for financial and statistical station data. The first of the Bricker investigation staff's queries went to the FCC [B•T, Oct. 11] and the second to the four tv networks [B•T, Oct. 25]. All but one network answer were back last week.

• In the hands of all tv permittees and licensees as of last Oct. 1 (there were some 363), a questionnaire from FCC asking from each maps of its normal predicted Grade A and B contours and its predicted Grade A and B contours as limited by computed interference from adjacent and co-channel stations, all from actual values of effective radiated power and heights of antenna above average terrain at that time. FCC expects the completed station coverage maps by next Jan. 17.

• A fairly quick answer to the committee investigating staff's third questionnaire—which went to American Telephone & Telegraph Co. (AT&T). AT&T made its reply Tuesday after receiving the query in the middle of the previous week. It dealt with costs of coaxial cables and microwave relays on a national scale and the reasons for such charges.

• The probability that other groups also will be getting questionnaires soon. These groups presumably would include multiple tv station owners, station representatives and others.

• FCC's firm stand against giving out individual financial data on each station, as requested by the investigation staff. FCC maintained it obtained the data by promising such information would be kept in strictest confidence. To give this information to the committee would be an explicit violation of that promise, FCC feels. Instead, FCC offered to submit data by "averages," according to size, type, income group, geographical location, etc.

• The prospect that coverage map information supplied by the stations to the FCC not only will take a lot of time and trouble, but several weeks and additional thousands of dollars will be needed by the FCC to complete more than 90 maps which will embody the data supplied by the stations. These 90-plus maps are the ones which will go to the committee investigating staff.

• Uncertainty as to where the FCC will get the money to complete the 90-plus maps. It is estimated the job will take a half-dozen engineers three months to handle the work of organizing and transferring the information to the larger maps—a task which may cost $25,000 or more.

The week's turbulent activities began Monday when Mr. Jones and Harry M. Plotkin, minority counsel for the investigation and former FCC assistant general counsel, met with the FCC. Mr. Jones reportedly at that time asked for additional data on stations.

AT&T replied Tuesday to the committee questionnaire which had been mailed to the company the previous week. The query asked for information on line charges and tariffs.

Late last week a number of consulting engineers in Washington had received copies of the

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24

boosts power!

Video power up to 447,000 watts
Audio power up to 223,500 watts
. . . increasing signal power 12.58 times

KMJ-TV pioneered TV in this important *inland* California market. It's the San Joaquin Valley's most-tuned-to TV station*. Now, with a powerful new signal and the finest transmitter location in the Valley, it has more audience pull than ever. And more than ever, *KMJ-TV is your best TV buy in the Valley!*

KMJ-TV — Fresno's First Station — First in Power
First in Audience

Paul H. Raymer, National Representative

*KMJ-TV carries 19 out of the 25 top-rated nighttime programs viewed in the Fresno area. *(October 1954 ARB report.)*

FCC station questionnaires, which had been mailed to them by broadcaster clients.

The three-page FCC letter said in part that the Senate Commerce Committee "desires to know the structure of television service resulting from the Commission's allocation plan (Sixth Report & Order of April 1952) and licensing procedures, the functions served by vhf and uhf, respectively, and the effect of network policies, plans and practices upon the operations of both uhf and vhf stations. Because of the magnitude of this project and the urgent need of the requested information at the earliest possible date the Committee has asked the Commission to jointly prepare this material with the assistance of television permittees and licensees. . . .

"The Committee has requested that the coverage data be prepared to recognize interference between stations in accordance with the method of calculating employed in the Sixth Report and Order. Since this method of calculation is not used as a basis for preparation of applications, the data requested by the Committee is not in the Commission's files. . . ."

The letter enclosed a list of the other U. S. tv stations on the same channel and the two channels adjacent to that of the recipient station, together with information concerning their power and antenna heights above ground and above average terrain, plus information on how to compute the data requested.

Some industry observers interpreted the letter as an indication that Mr. Jones was attempting to vindicate his dissenting position on the FCC's Sixth Report & Order. At that time [B•T, April 14, 1952, Part II], then Comr. Jones said in his dissent:

I dissent because this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. Actually, if you attribute all the selfishness charged against them in the Commission's decision, broadcasters could have done little more *on an application basis*, without an *allocation plan*, to carve out an advantage to the detriment of the smaller cities.

Comr. Frieda B. Hennock also dissented in part.

KRIC, WDAE RAISE DIVERSIFICATION ISSUE

Stations, losing applicants for tv grants, charge the FCC with unfair discrimination because of newspaper ownership.

NEWSPAPER diversification issue highlighted television oral arguments before FCC Tuesday in the Tampa-St. Petersburg ch. 13 and Beaumont, Tex., ch. 6 cases as counsel for losing newspaper applicants charged the Commission with unjust discrimination. The arguments were on petitions to reconsider final rulings in the two contests.

FCC heard the Beaumont argument despite an earlier announcement that KTRM there, one of three original applicants, is withdrawing from further litigation after reaching an agreement with successful applicant KFDM Beaumont [B•T, Dec. 20]. KFDM is to reimburse KTRM for expenses in the amount of $55,000 while W. P. Hobby obtains an 18-month option for 32.5% interest in a new corporation to be formed after KFDM's final ch. 6 grant is affirmed.

Mr. Hobby, who was 10% stockholder in KTRM with option to buy 25% more, is president and chief stockholder of the *Houston Post* and KPRC-AM-TV Houston. He is the husband of Oveta Culp Hobby, Secretary of Health, Education and Welfare.

The newspaper discrimination charge was raised by counsel for the third Beaumont applicant, Enterprise Co., publisher of the *Beaumont Enterprise* and *Journal* and operator of KRIC there. He charged that FCC's final ruling (overturning the examiner's recommendation favoring KTRM) reduced newspaper applicants to "second class citizens."

Leonard H. Marks, Enterprise attorney, contended such a ruling "would be clearly contrary to the advice that the Commission has given on numerous occasions to Congress, which has considered legislation which would prohibit you from doing exactly what this decision has done, namely discriminating against an organization because it publishes a newspaper."

He asserted that FCC erred when it ruled there were no significant differences among the applicants other than mass media diversification. Mr. Marks also noted the numerous other newspapers and radio stations in the proposed tv station's coverage area and said the examiner had been right in ruling out media diversification as a preference factor.

George S. Smith, appearing for KFDM, said Enterprise was rearguing the merits of the case rather than its petition to reconsider. He supported FCC's policy that all things equal, media diversification is a proper principle for ruling in comparative cases. He noted Enterprise planned to use its newspaper people on its proposed tv outlet and that the newspaper would supply and "control" news for tv.

In argument on petitions to reconsider the final grant of ch. 13 at Tampa-St. Petersburg to Tampa Television Co., loser Tampa Times Co. (WDAE) charged newspaper discrimination in FCC's reversal of the examiner's decision recommending a grant to WDAE. Third applicant, Orange Television Broadcasting Co., also protested the ruling.

Fred W. Albertson, Times Co. counsel, argued the final ruling failed to recognize the applicant's superiority and unjustly counted Times Co. out of the running on the diversification factor. He pointed out the ch. 13 decision violated precedent of the Tampa-St. Petersburg ch. 8 ruling, in which FCC preferred the Tampa *Tribune* (WFLA) over WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. Mr. Albertson contended the *Times* is more qualified than was *Tribune* on local ownership, integration and other factors.

Marcus Cohn argued in behalf of Orange Television while Robert Heald defended FCC's final grant to Tampa Television. All Commissioners were present for the arguments except Comr. Frieda B. Hennock, who plans to read the records.

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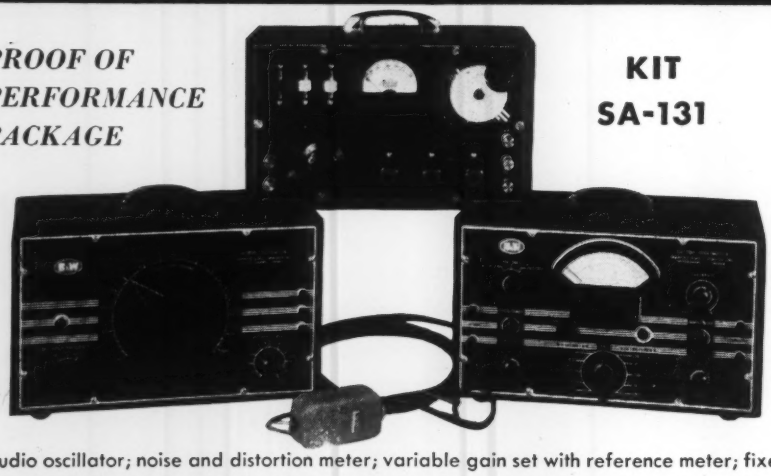


Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY, QUINCY, ILLINOIS

FCC Refuses to Reconsider Florida, Virginia Tv Cases

FCC REFUSED to reopen its final decision in the Tampa-St. Petersburg ch. 8 case last week and turned down petitions for reconsideration filed by losing applicants WTSP St. Petersburg and Tampa Bay Area Telecasting Corp.

In reaffirming its final grant of ch. 8 to The Tribune Co. (WFLA), FCC said it could find no reason why it should overturn its earlier conclusions preferring the newspaper applicant on the basis of its past performance, among other factors.

Comr. Robert T. Bartley concurred in last week's action, stating he feels "it is good administrative practice and completely sound in law to deny reconsideration of matters already considered and decided. Otherwise, we will be engaged in re-doing work already done." He had dissented from the final decision, preferring a grant to WTSP instead.

In another tv case, that involving ch. 8 at Petersburg, Va., FCC also refused to reconsider its final ruling granting the new station permit to Petersburg Television Corp. The Commission denied the petition of losing applicant WSSV there for rehearing. Comr. Bartley concurred. Petersburg Television is affiliated in ownership with WLEE Richmond and WITH-AM-FM-TV Baltimore, Thomas G. Tinsley Jr. interests.

Radiation Limits

BECAUSE of "numerous" complaints of interference to other services, including television, FCC has issued a notice of proposed rule-making to specify bandwidth definitions and spurious emission limitations for am and fm broadcast stations. FCC indicated harmonics of am outlets are causing interference to government stations while second harmonic radiations from fm outlets are falling within the upper vhf television band. Radiation restrictions have been in use in the non-broadcast services for some time, FCC indicated, but they are new to am and fm. The notice, setting forth technical specifications and formulas, requested comments by March 7, 1955, and replies 10 days thereafter.

'Coffee Pot' Tv Plan Draws Mixed Reaction

BROADCASTER consulting engineers and attorneys seem to be of two minds about the FCC's proposal to permit low-powered, 100-w tv stations in communities with populations below 50,000 [AT DEADLINE, Dec. 20], a B•T check indicated last week.

Some hailed the proposal as putting tv within reach of local radio station operators whose markets encompass a five to ten mile radius. Aside from the obvious economies—estimated $100,000 for equipment, land and buildings, half of that if land, buildings and tower are available—enthusiasts feel that this move will permit channels in small towns to be utilized to best advantage as "miniature" tv outlets, able to grow if conditions warrant.

Others feel the FCC idea is impractical from an economic viewpoint. Minimum of $100,000 is not the great saving it might be thought, they feel. Because, for another $50,000-$100,000, a full-fledged tv station could be built that would have the wide coverage necessary to attract advertisers. "Coffee pot" coverage just isn't big enough to attract accounts, they emphasize.

The FCC proposal asked for comments by Feb. 25. It also asked for reaction to the Sylvania Electric Co. petition regarding the establishment of satellite tv stations, filed last year [B•T, Sept. 21, 1953].

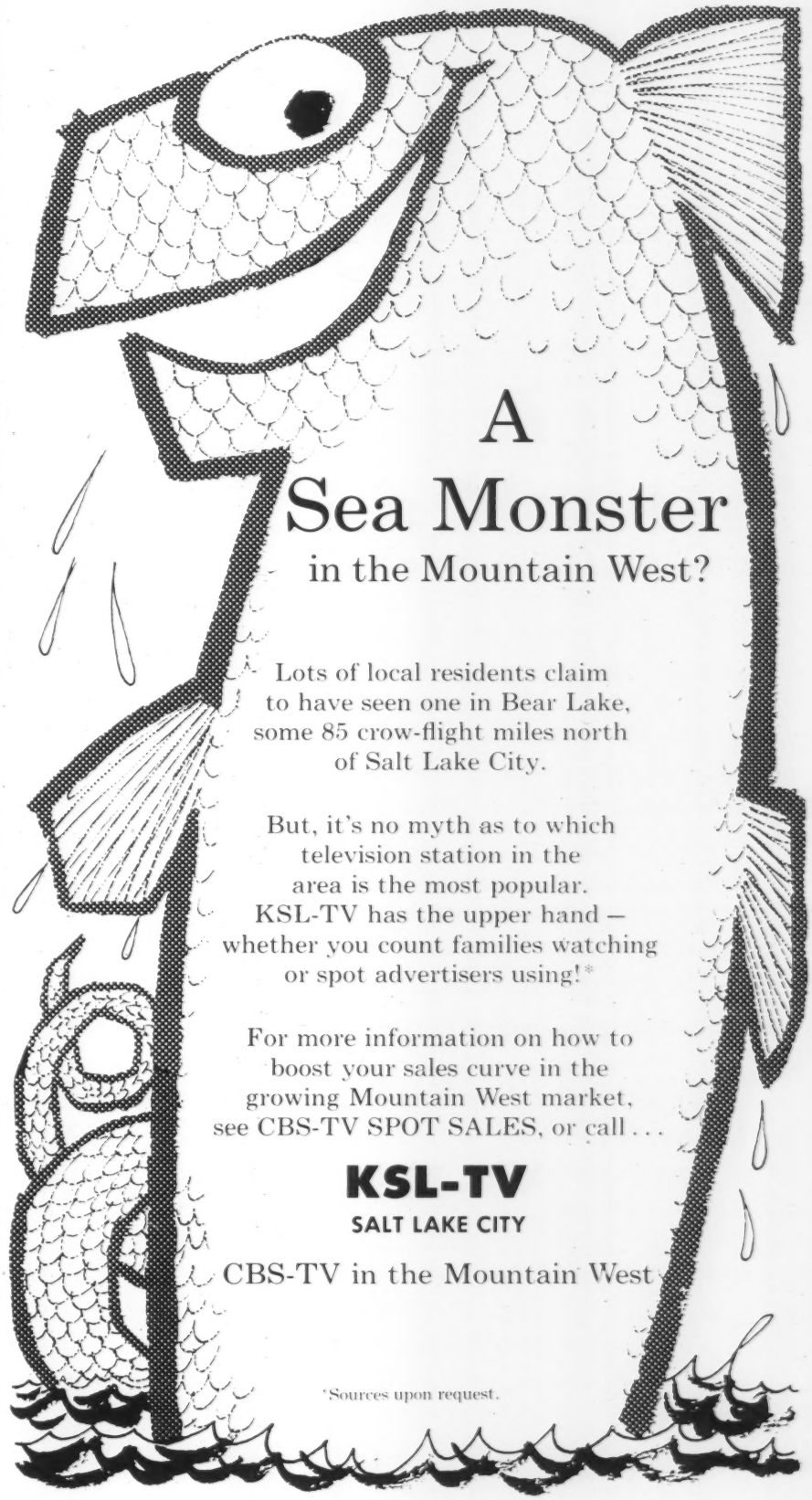
The proposal was predicated on further help in establishing tv stations in smaller communities. It referred to last summer's FCC move permitting authorizations for uhf stations which plan no local originations [B•T, Aug. 9]. This "quasi-satellite" policy has seen four such authorizations since then—to Pasco, Wash., Sweetwater and Lufkin, Tex., and Scottsbluff, Neb. The Lufkin grant was for a vhf channel.

In asking for comments, the FCC asked they be directed to these questions, among others:

1. Public need for low-powered stations.
2. Technical standards.
3. Limitations regarding populations, distances from existing stations, relationship to "mother" stations.
4. Reference to multiple ownership rules.

Comr. Frieda B. Hennock, in a lengthy dissent, claimed that the new proposal was another step in the destruction of the allocation plan and another impediment to the economic health of uhf and small-city vhf stations.

The move, she said, enhances the "strong monopolistic trend which is visibly on the


A
Sea Monster
in the Mountain West?
Lots of local residents claim to have seen one in Bear Lake, some 85 crow-flight miles north of Salt Lake City.
But, it's no myth as to which television station in the area is the most popular. KSL-TV has the upper hand — whether you count families watching or spot advertisers using!*
For more information on how to boost your sales curve in the growing Mountain West market, see CBS-TV SPOT SALES, or call . . .
KSL-TV
SALT LAKE CITY
CBS-TV in the Mountain West
*Sources upon request.

WHERE'S OMAR?

The world over they've
heard of Omar's skill.
As a tentmaker he had
no equal, still,
we doubt quite seriously,
this most famous of men,
could cover the West Coast of Florida
like WPIN!

WPIN is the most listened to daytime station serving the eleven county area on Florida's West Coast. This dominant independent Tampa-St. Petersburg station reaches 790,300 people with a buying income of $989,640,000.00. Retail sales in the area are $835,180,000.00 and 251,270 homes have one or more radios. For the best buy in daytime radio in the rich West Coast of Florida market buy the station used by most local advertisers . . .

WPIN

CLEAR CHANNEL

680 on the dial

Represented Nationally by
Indie Sales, Inc.

RADIO & TV

SURVEYS

tell us that

WHBF am-tv

CBS FOR THE QUAD-CITIES

are the

'QUAD-CITIES'

FAVORITES!

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel Inc.

march in television." She referred, she said, to large, high-powered vhf stations covering wide areas, thus blanketing smaller stations. She also charged that network practices were destroying small, independent tv operations.

Miss Hennock said there were 1,128 cities with population under 50,000 provided with tv channels in the more than 1,300 communities encompassed in the tv allocation report.

The specific proposal by the Commission is to eliminate minimum power and antenna height requirements for channels in communities of less than 50,000 population. The present regulations call for minimum powers and antenna heights for cities in varying population categories, with 1 kw radiated power at antenna heights of 300 ft. for cities with 50,000 population or less. The proposed rule would specify a power minimum of 100 w, with no mention of antenna height, for this class of city.

FCC Approves Sales of 1 Tv, 3 Radio Stations

TRANSFERS of KOAT Albuquerque, KRSN Los Alamos, both New Mexico, KQXI (TV) San Jose, Calif., and WAYB Waynesboro, Va., received FCC approval last week.

● The New Mexico stations KOAT and KRSN were sold by the Alvarado Broadcasting Co. to Sunshine Broadcasting Co. for $160,000 [B•T, Dec. 6].

Meanwhile, Hugh DeWitt Landis, 36.3% owner of Sunshine Broadcasting Co., last week filed for FCC approval of the sale of his wholly-owned station KICA Clovis, N. M., for $125,000. Purchaser is newly-formed company, KICA Inc., comprised of Mae Strauss (50%), Chicago manufacturer representative; Garfield C. Packard (30%), vice president-general manager of Paul H. Raymer, radio-tv station representative, and Frank Lesley (20%), accountant.

Sale of KICA was handled by Blackburn-Hamilton Co., station broker.

● At San Jose, ch. 11 KQXI (TV) was transferred from President-17% stockholder A. T. Gilliland and 35 others to Sunlite Bakery for $50,650. Mr. Gilliland is sole owner of Sunlite Bakery.

At the same time the Commission granted the ch. 11 outlet permission to change its visual effective radiated power to 5.3 kw with an extension to June 15, 1955.

● At Waynesboro, N. Wilbur Kidd purchases the remaining 58.7% interest of WAYB held by Judson T. Phillips and John A. Brown for $22,627 to become the sole owner.

WSTV Inc. Says WWSW Erred In Seeking FCC Dismissal

WSTV Inc., licensee of WSTV-TV Steubenville, Ohio, told the FCC last week that WWSW Pittsburgh was in error in asking the Commission to dismiss the WSTV-TV application to move its ch. 9 studio to Florence, Pa., and its antenna 3.5 miles north of Pittsburgh. This is all within the rules, WSTV said, since Florence is within 15 miles of Steubenville. FCC regulations permit stations to shift to another city if 15 miles or less from the city to which the channel is allocated without rule-making. WWSW claimed that the move required a rule-making proceeding. There is nothing in the rules, WSTV said, that involves the location of the antenna. This is similar to the opposition WSTV filed in answer to a similar objection from WJAS Pittsburgh [B•T, Dec. 20].

The WSTV-TV move is part of the arrangements for the sale of the station to CBS for $3 million [B•T, Nov. 20].

Both WWSW and WJAS are the remaining applicants for Pittsburgh's ch. 11 facility, following the dismissal of Westinghouse Broadcasting Co.'s bid for that channel. Westinghouse withdrew after it bought DuMont's WDTV (TV) Pittsburgh on ch. 2 for $9.75 million [B•T, Dec. 6]. WDTV purchase is pending FCC approval.

Towers Taller Than 500 Ft. Not the Big Killers—Wright

OF THE thirteen air crashes involving radio or tv towers on record since 1950, only one occurred at a height greater than 500 ft. and only three involved towers higher than 500 ft.

That is the finding of Lowell Wright, former CAA airspace utilization division chief and now an aeronautical consultant. Mr. Wright made his study in conjunction with the Washington Airspace Subcommittee's recommendation that tv towers be limited to 1,000 ft. above ground [B•T, Nov. 29 *et seq.*]. This recommendation was discussed by the Air Coordinating Committee's Technicial Division two weeks ago and referred to top level ACC consideration following failure to agree [B•T, Dec. 22].

Detailing the reported air accidents involving broadcast towers, Mr. Wright also called attention to the fact that from 1927 to 1947, CAA required aircraft to fly at not less than 500 ft. above ground and, outside of control areas, with minimum visibility of three miles for contact flying. In 1947, the rule was changed to eliminate the minimum height requirement, and minimum visibility was dropped to one mile for off-airways flight. The minimum height rule recently was reintroduced. But, he added, aircraft now fly many times the 40-150 miles per hour of 1930 speeds and the minimums have not been materially changed.

Mr. Wright's specifications showed the following information:

1950—KWAK Stuttgart, Ark., aircraft rammed 20 ft. below top of 204-ft. structure.

1951—KSDN Aberdeen, S. D., aircraft struck 180-205 ft. below top of 280-ft. spire. KXLA El Monte, Calif., aircraft struck six feet below top of 375-ft. tower. Rural Electrification Administration tower, Louisville, Ga., aircraft struck five feet below top of 150-ft. tower. Florida Light & Power Co., Melbourne, Fla., aircraft struck unknown number of feet below top of 150-ft. tower.

1953—WHUM-TV Reading, Pa., aircraft struck 841 ft. below top of 1,036-ft. structure. WPTR Albany, N. Y., aircraft struck 77 ft. below top of 370-ft. tower. WBCK-TV Battle Creek, Mich., aircraft struck 81 ft. below top of 538-ft. tower. Duke Power Co., Spartanburg, S. C., aircraft struck unknown number of feet below top of 300-ft. tower.

All accidents occurred in daylight hours except the one at Spartanburg. All, except that at Stuttgart, involved fatalities. All involved private planes except the Albany, N. Y., crash.

WTRI (TV) Stay Plea Denied

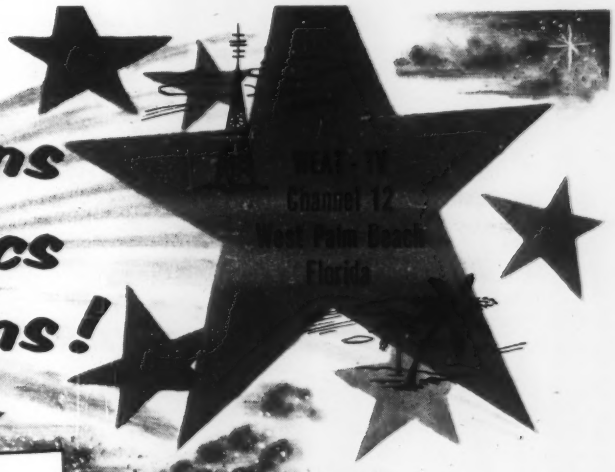
FCC last week turned down the request of WTRI (TV) Albany, N. Y., for a temporary stay against FCC approval of the sale of WROW-AM-TV Albany to newscaster Lowell Thomas and associates for $298,800 [B•T, Nov. 8]. Commission said there was no adequate showing that a stay was required.

WTRI claims that because of Mr. Thomas' association with CBS, that network will have control of the WROW properties [B•T, Dec. 6]. Both stations are uhf outlets. Still pending is the formal protest against the FCC's action approving the transfer.

New Tv Prompter Patented

NEW type of television prompter, granted a patent last week by the U. S. Patent Office, throws lines and instructions on several screens around a set. The patent (No. 2,696,753) is 85% owned by Script-Aid Corp., New York, and 15% by Sanford J. Klion, one of the inventors. Other inventors are Robert H. Segal, John G. Herbst and Arnold J. Peckjian.

Another star joins Standard Electronics Equipped stations!



congratulations
and
MORE POWER
to
WEAT-TV
Channel 12
West Palm Beach, Florida

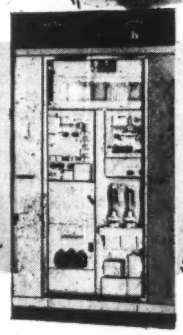
...ON THE AIR
NEW YEAR'S DAY • 1955

After thorough comparison, WEAT-TV decided on Standard Electronics because of its *low initial cost* . . . its low operating cost . . . *plus* the fact that complete station equipment came from one reliable* source.

**Reliable on all counts including promises, delivery and service.*

complete station package

- **Video equipment including Vidicon film chain.**
- **Two Multicon studio chains.**
- **10 KW TV transmitter.**
- **Complete master control equipment, racks, monitors, etc. covering entire operation of TV station.**
- **High Gain Antenna. (Alford)**



Find Out About the S-E *Add-A-Unit* Feature!

Permits expansion of WEAT-TV to maximum power at any time in the future without obsoleting equipment now in use . . . Write, wire, or phone for information on transmitters, amplifiers, or any other television equipment to meet your specific needs. S-E Amplifiers are compatible with *any* make transmitter.

Standard Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

STANDARD SE ELECTRONICS

285-289 EMMETT STREET • NEWARK 5, N. J. • Bigelow 3-5540

MORE TALKS SET BY U. S., MEXICO

Allocation problems, unsolved at the just-concluded Mexico City parley, will be resumed next Spring in Washington.

MEXICO has agreed to resume talks in April 1955 at Washington on am station allocation problems, it was reported last week by the State Dept. following the return of the U. S. delegation, headed by FCC Comr. Rosel H. Hyde.

The U. S.-Mexican conference, in Mexico City, underway since early November, was recessed Dec. 17 upon collapse of the negotiations for a bilateral agreement [B•T, Dec. 20]. Mexico also has agreed to withhold implementation of new station assignments contrary to the old understanding until the renewed discussions in April.

In the interim, it was understood, Mexico plans to meet with Cuban telecommunication officials in an effort to work out disputes over clear channel and secondary station assignments.

U. S. observers appeared hopeful that Mexico's agreement to come to Washington next spring signals serious intent upon the part of the Mexicans to compromise the losses they suffered when they walked out of the 1950 North American Broadcasting Agreement talks. That treaty still waits ratification by the U. S. Senate.

U. S. Refuses To Call New NARBA

One reason why the recent Mexico City conference reached a stalemate, it was explained, was refusal of the U. S. to agree to a call for an entirely new NARBA in view of its promises to other countries under the 1950 pact. Also, it was noted, Mexico was reluctant to make a bilateral treaty with the U. S. until Mexico's disputes with Cuba are settled.

Mexico, however, just before the recess, appeared willing to forget its Cuban problems if the U. S. would agree to "division" of certain U. S. clear channel facilities. The U. S. refused.

The Mexico City talks chiefly have centered upon secondary station assignments in each country on the clear channels of the other. Differences arose over technical standards and interference protection.

Following is the text of the recess agreement signed by Comr. Hyde and Eugenio Mendez, chairman of the Mexican delegation, issued Monday by the State Dept.:

The Delegations of the United States of America and of Mexico take this opportunity to express their satisfaction with the cordial atmosphere and frank discussion which have prevailed throughout this Conference. Many of the problems which confronted the Conference have been solved in a manner mutually satisfactory for inclusion in a possible over-all agreement between the two countries.

The Governments of the United States of America and Mexico have agreed that the present session of this Conference will recess on Dec. 17, 1954, and a Second Session of the Conference will be convened in Washington, D. C., U. S. A., in the month of April 1955 on a date to be agreed upon between the two countries, to continue consideration of the unresolved problems of the conference in an effort to reach a definitive agreement. It is the expectation of each Government that the possibility of satisfactory agreement will be materially enhanced by the opportunity during the recess of the Conference to review difficulties presented by the unresolved problems, and to clarify such matters with other countries as either Government may consider to have a bearing upon its efforts to resolve problems existing between the United States of America and Mexico. Each Government will endeavor to keep the other advised concerning matters having a bearing upon the further progress of the Conference.

In furtherance of their strong interest in reaching satisfactory agreement, and in order to preserve most effectively the possibility of accomplishing such agreement, the Delegations of the United States of America and Mexico have stated on behalf of their respective Governments that as a matter of domestic policy and pending completion of the Second Session of this Conference (a) they will limit new or changed assignments of broadcasting stations to conform with the standards provided for under North American Region Broadcasting Agreement, 1937, Engineering Arrangements 1941 and Gentlemen's Agreement between the two countries, (b) and that existing notifications of stations assignments which are inconsistent with such standards will not be implemented during such period.

Hendrickson Resigns Delinquency Post

SEN. ROBERT C. HENDRICKSON (R-N. J.) resigned last week as chairman of the Senate Juvenile Delinquency subcommittee, reportedly to accept appointment as Ambassador to New Zealand. Sen. William Langer (R-N. D.), chairman of the parent Senate Judiciary Committee and only other Republican on the subcommittee, assumed acting chairmanship of the juvenile delinquency unit.

Sen. Hendrickson presided over several subcommittee hearings during the 83rd Congress on whether television programs effect delinquency on the part of children.

No additional hearings on tv programs are planned by the juvenile delinquency unit until the 84th Congress is organized by the Democrats. Sen. Hendrickson announced after hearings last fall on tv programs that the subcommittee will make a separate report on its findings and make recommendations regarding that medium [B•T, Oct. 25].

Date the subcommittee will file its tv report is not being announced pending possible additional hearings in January. The unit's full report is expected near the end of January. The juvenile delinquency unit will expire Jan. 31 unless additional funds are voted for its continued operation.

The names of GOP Sen. Langer and Democratic Sens. Estes Kefauver (Tenn.) and Thomas C. Hennings (Mo.), both subcommittee members, have been mentioned for chairmanship of the Senate Juvenile Delinquency subcommittee in the upcoming Congress [B•T, Dec. 20].

WPAT Sale Filed at FCC; Wright to be President

SALE of WPAT Paterson, N. J., by the North Jersey Broadcasting Co. for $300,000 to newly-organized WPAT Inc. was filed with the FCC last week [B•T, Dec. 6].

MR. WRIGHT

North Jersey Broadcasting is 90% owned by the *Passaic Daily News* and 10% by James V. Casman. Former Congressman Dow H. Dukker is president of the newspaper.

WPAT Inc. is 99.5% owned by Emanuel Dannett, partner of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. The remaining interest is held by Dickens J. Wright, currently executive vice president and general manager, who will become WPAT's president and general manager under the new ownership.

WPAT operates on 930 kc with 5 kw fulltime.

Tex., Calif., Pa. Top Station Grant Lists

TABULATION of broadcast station authorizations by state and city, released by FCC last week, shows Texas first with 281, California second with 245 and Pennsylvania third with 218 commercial and educational am, fm and tv outlets. New York City topped the city list with 37 stations, followed by Chicago, 32, Los Angeles, 29 and Philadelphia, 25.

Texas had the most am stations, 209, while California followed with 155 and Pennsylvania 130. California was first with fm authorizations, 51, followed by New York and Pennsylvania, 50 each, and Ohio, 42. Texas was first in tv having a total of 48 (47 commercial) while California had 39 and Pennsylvania 38.

Every U. S. territory has one or more am stations, including Guam, while Puerto Rico's 26 am outlets are more than any of 14 states. FCC said six states have no fm authorizations: Montana, Nebraska, North Dakota, South Dakota, Vermont and Wyoming. Alaska and Hawaii each have three commercial tv grants, which equals or exceeds the number for each of six states.

Booth Turns Back Permits For Detroit, Saginaw Uhfs

PERMITS for ch. 50 WJLB-TV Detroit and ch. 51 WSBM-TV Saginaw, both in Michigan, were returned by Booth Radio & Television Stations Inc. to the FCC last week. These raise to 116 the number of post-thaw tv stations which have surrendered their permits. Of these, 21 were vhf and 95 uhf facilities.

Multiple radio station operator Booth Radio & Tv said it was surrendering the permits in light of current problems posed by uhf operation in cities with established vhf stations.

Booth Radio & Tv is owner of WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all in Michigan.

Two Tv's Commence, Two Others Prepare

WOAY-TV Oak Hill, W. Va., began commercial programming Dec. 14 affiliated with ABC and DuMont. Included in its primary coverage area, the station reports, are Beckley, Bluefield, Charleston and White Sulphur Springs. Reports of excellent reception have been received from a six-state area: West Virginia, Ohio, Kentucky, Tennessee, Virginia and Pennsylvania, the ch. 4 station claims. Representative is Weed.

Robert R. Thomas is 100% owner and Clyde Higgins is production manager.

WSFA-TV Montgomery, Ala., was scheduled to begin commercial programming Christmas Day as the second tv and first vhf there. The ch. 12 station is affiliated with NBC and represented by Headley-Reed Tv. Programming at present is from 6:30 p.m. to about 11 p.m., David E. Dunn, president, has reported.

Reports from other stations:

WEAT-TV West Palm Beach, Fla., expects to telecast regular programs early in January. The ch. 12 outlet is a primary ABC affiliate represented by the Walker Co. Engineers from Standard Electronics Corp. are working on 24-hour shifts installing the transmitting equipment, hoping to have a test pattern on the air before the end of the month. James R. Meachem is president, Jack Rathbun operations manager, Ed J. Hennessey sales manager and Ross McPherson chief engineer.

WUNC-TV Chapel Hill, N. C., is scheduled to begin programming Jan. 4 as the country's 10th operating noncommercial educational outlet. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer. The ch. 4 station plans to offer film and kinescope recordings to commercial tv stations in the state.

WQXI-TV Atlanta (ch. 36), which began regular programming Dec. 18 [B•T, Dec. 20], has issued rate card No. 1, with a Class A base hourly rate of $200.

WGBS-TV Ch. 23 Start Planned for Christmas Eve

STORER Broadcasting Co. was scheduled Friday to consummate its purchase of WMIE-TV Miami and begin telecasting on ch. 23 from the site and equipment of WFTL-TV Fort Lauderdale under an FCC temporary authorization [B•T, Dec. 20]. Station was to broadcast for the first time under the WGBS-TV call letters.

Due Jan. 15 is the move of the ch. 23 transmitter to the Miami antenna farm with its antenna atop a 500 ft. tower. In mid-July, the Storer station is scheduled to begin telecasting from a 1,000-ft. tower in the same location.

With the inauguration of WGBS-TV, the permit for WFTL-TV, formerly owned by the *Fort Lauderdale Daily News* and Noran E. (Nick) Kersta, will be returned to the FCC. This station was originally on ch. 23, but with the FCC's approval of the Storer purchase of its facilities and of WMIE-TV, its channel was changed to ch. 39. This switch permits WCBS-TV to use ch. 23 on the Miami farm.

Storer paid $35,409 for WMIE-TV and $300,000 for the facilities of WFTL-TV.

In a cleanup action on the Miami-Fort Lauderdale situation, the Commission last week dismissed as moot a protest by WINZ Hollywood and WMFL (TV) Miami against last October's authority for WFTL-TV to move its transmitter to the Miami antenna farm. This does not affect the Storer operation due to begin Friday.

WPIX (TV) New York officials met with members of its Program Relay Plan, who are fed sports programs four nights a week, to discuss expansion of the service. Standing are (l to r): Ed Roberts and Otis Freeman, WPIX (TV), and Ned Pearson, WMGT (TV) Adams, Mass. Seated (l to r): James W. Miller, Telepool, Inc., Sturbridge, Mass.; John Porterfield, WGLV-TV Easton, Pa.; Frank Collins, WTVU (TV) Scranton, Pa.; Leavitt Pope, WPIX (TV), and Gus Kramer, WKNY-TV Kingston, N. Y. Other plan members are: WATR-TV Waterbury, Conn.; WHUM-TV Reading, Pa.; WWOR-TV Worcester, Mass.; WCMB-TV Harrisburg and WNOW-TV York, both Pa.

WBBM Chicago Will Decrease Nighttime Base Rate Jan. 1

NEW WBBM Chicago rate card, No. 25, effective Jan. 1, setting single gross hourly rate for day and night (classes A and B) at $600 with new "progressive" discounts for advertisers has been announced by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div. and WBBM general manager.

Under the new card, the nighttime base reduces from $810 to the base daytime rate of $600.

New discount formulas are for advertisers who use the station on steady days-per-week or weekly frequency basis and are designed to offer nighttime advertisers "a greater incentive to use the evening hours with the same frequency that has made daytime radio advertising so successful," according to Mr. Atlass.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- **WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!**
- **25% of Virginia's total retail sales are made in the WDBJ area!**

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

ATLANTA OFFICE OPENED BY PETRY

OPENING of an Atlanta, Ga. office and additions to its sales staff, effective Jan. 1, have been announced by Edward Petry & Co., station representative.

Radio sales for Petry's Atlanta office will be handled by Joseph H. Sierer, formerly sales manager of WRNL Richmond, Va. Richard W. Hughes, formerly of the Petry St. Louis office, will be in charge of tv sales.

George Stevens, local sales manager, WFAA-TV Dallas, Tex., will take Mr. Hughes' place in St. Louis.

MR. SIERER MR. HUGHES

In New York, Petry has added Dick Schiess, formerly Avery-Knodel account executive, and Ed Forester, previously with the Forjoe Co., to its radio sales staff. Ted Page has joined the firm's television sales staff after service with the George P. Hollingbery Co.

CBS Radio Spot Sales Names Hughes, Woolley

APPOINTMENT of Allan J. Hughes to the newly-created position of manager of sales development for the Central Div. of CBS Radio Spot Sales and of Jack Woolley as manager of the Los Angeles office of the station representative organization were announced last week.

Mr. Hughes, who will make his headquarters in Chicago, joined CBS Radio Spot Sales in March 1951, as manager of presentations in the New York sales promotion department. Previously, he had served in the network sales promotion department of NBC and, earlier, in a similar capacity with ABC. From 1944 to 1947 he was with NBC Spot Sales, where he rose to the post of promotion manager.

Early in his career, Mr. Hughes was advertising and promotion manager of KOA Denver and with Paris & Peart, New York agency, resigning in 1943 as assistant production manager.

In in his new post, Mr. Woolley succeeds George E. Hurst, who has been named national sales manager for CBS-owned KMOX St. Louis [B•T, Dec. 13]. Mr. Woolley joined CBS Radio Spot Sales from Searle & Parks Inc., West Coast radio and tv production firm, where he had been general manager since 1953.

Refore his association with Searle & Parks, Mr. Woolley was engaged in independent market research work in Salt Lake City. He also has had experience as an account executive for KTTV (TV) Los Angeles, advertising manager of Penny-Owsley Music Co., and account executive for KMPC Los Angeles.

Jerome Feniger of CBS Radio Spot Sales, Los Angeles, who moves to Cunningham & Walsh, is being replaced by Thomas J. Swafford. Mr. Swafford was formerly eastern sales representative for KNX Los Angeles and the Columbia Pacific Radio Network.

WAAA Sold for $100,000

SALE of WAAA Winston-Salem, N. C., for $100,000 to a group associated with WONE Dayton was announced last week by Ronald B. Woodyard, president and treasurer of the new company, Camel City Broadcasting Corp. Mr. Woodyard is president of Skyland Broadcasting Corp., which owns WONE and ch. 22 WIFE-TV Dayton. Ranny Daly, Dayton area broadcaster, will be general manager of the North Carolina 1 kw Negro-programmed independent station, it was reported.

Beaman Sells WKGN Knoxville

WKGN Knoxville, Tenn. (1340 kc, 250 w), was sold last week by Clarence Beaman Jr. to George Mooney, Abe Waldaur and Don J. Lynch, operators of WBSR Pensacola, Fla. Price was $75,000. Blackburn-Hamilton Co. handled the negotiations. Mr. Beaman has an option to buy 16% interest in WATE (TV) Knoxville, affiliated in ownership with WROL, conditioned on approval of the WKGN transaction.

KBIG November Sales Up

NOVEMBER gross billings for KBIG Avalon, Calif., show an increase of 25% over the same month of last year, station executives have announced. Overall business for the 11-month 1954 period through November show a 23% increase over the same 1953 period, according to the station.

75% Interest in KXEL Sold for $312,000

SALE of 75% interest in 50 kw KXEL Waterloo, Iowa, by Joe Dumond and associates to Egmont Sonderling, Richard Goodman and Mason Loundy, owners of WOPA Oak Park, Ill., and permittees of WOPT (TV) Chicago, for a gross figure of $312,000 was announced last week. Transfer of control is subject to FCC approval.

KXEL, an ABC affiliate, operates on 1540 kc with a directional antenna at night. It is represented by Avery-Knodel. WOPA is a 250 w full time independent operation on 1490 kc. WOPT's grant is for ch. 44.

Mr. Sonderling also owns a radio-tv producing company. Mr. Goodman is an attorney and real estate owner (hotels, office buildings). Mr. Loundy is a Chicago businessman. Approval of the purchase will make Mr. Sonderling a 18.75% owner; Mr. Goodman, 41.25%, and Mr. Loundy, 15%.

Purchase was of 85,000 shares of stock for $187,000 plus $125,000 for the rights to the name Josh Higgins, Mr. Dumond's "nom de radio," and a 10-year consultant's retainer for Mr. Dumond. Sale was arranged by Allen Kander, station broker.

WEBB Plans Feb. 15 Start

CONSTRUCTION of WEBB Baltimore, Md., new daytime station to be programmed to the 300,000 Negro population there, is now underway and will go on the air Feb. 15, the station has announced. All equipment will be RCA with the transmitter located at Dundalk, Md. WEBB will operate on 1360 kc with 1 kw. Bentley Stecher, former sales manager of WSID Baltimore, will be general manager. The 1360 Broadcasting Co., licensee, is owned by Leon B. Back, associated with the Rome Theatre interests in Baltimore; Mrs. Matilda W. Feldman, and Ben Strouse, vice president and general manager, WWDC Washington.

Fisher to Washington Post Co.

APPOINTMENT of Adrian S. Fisher as vice president and counsel of The Washington Post Co. was announced last week by Philip L. Graham, president of the company which publishes the *Washington Post-Times Herald* and operates WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla. Mr. Graham said the increased size of the company's operations makes it desirable to enlarge the executive staff through Mr. Fisher's appointment. Mr. Fisher, who will start his new duties in mid-February, presently is a member of the Washington law firm of Covington & Burling.

REPRESENTATIVE PEOPLE

Richard H. Schutte, local sales account executive, KING Seattle, to CBS Radio Spot Sales, S. F., as account executive; **Samuel F. Hill Jr.,** sales staff, KNXT (TV) Hollywood, to CBS Television Spot Sales, S. F., as account executive.

John Lee Herbert, formerly with *McCall's* magazine, N. Y., to radio sales staff, George P. Hollingbery Co., same city.

Bill Harms, Edward Petry & Co., Chicago, to Avery-Knodel, same city, effective Jan. 1.

New Rate Card of WBBM Favors Steady Advertisers

ADVERTISERS who use WBBM Chicago on a weekly frequency or across-the-board basic will be favored in the new rate card (No. 25) announced last week by H. Leslie Atlass, vice president of CBS Central Div. and general manager of the CBS o&o station. The card, effective Jan. 1 and issued "to give special recognition" to steady advertisers, calls for a single gross rate for day and night classifications, with the base daytime rates remaining unchanged. Advertisers would receive progressive discounts and would be offered a greater incentive to use evening hours with the same frequency as daytime radio to reach the full family audience.

Actual figures of the new card were not disclosed, but it contains a combination of two discounts found in previous rates. Present advertisers may elect to use card No. 24 for six months on business contracted for prior to Jan. 1. WBBM is represented by CBS Radio Spot Sales.

KSL's Rate Card No. 21 Combines Class A, B Times

INTRODUCTION of a new rate card, No. 21, for KSL Salt Lake City, effective Jan. 1, was announced last week by Eugene M. Halliday, vice president and manager. The new rate card will establish a single rate for what has been Class A and Class B times—morning and evening classifications—but leaves afternoon rates unchanged.

Card No. 21, Mr. Halliday said, includes rates for new types of facilities offered by the station—eight-second and four-second identification announcements. Advertisers may continue on the current rate card (No. 20) for a period of one year from the effective date (without interruption of business under contract prior to Jan. 1, 1955), or may change over to the new card immediately, Mr. Halliday said.

KSL is a 50 kw CBS Radio affiliate and is represented by CBS Radio Spot Sales.

WKNB-TV Raises Rates

WKNB-TV New Britain, Conn., has announced publication of rate card No. 3, effective Jan. 15, increasing the Class A base hourly rate to $400. Clients on rate card No. 2 will be protected for six months, through July 15. According to an ARB Nov 4-11 survey the established uhf penetration is at 70% of all tv homes in the Hartford County area, the ch. 30 station has reported.

WILY Local Rates to Rise

LOCAL rates of WILY Pittsburgh, one of the Kluge station group, will be increased 15% effective Jan. 1, according to Ernie Tannen, vice president-general manager. The station adopted a local-interest programming policy last summer, featuring rhythm and blues music.

REPRESENTATIVE APPOINTMENTS

WFIL-TV Philadelphia has appointed Blair-Tv Inc., N. Y.

WGEZ Beloit, Wis., has appointed Everett-McKinney Inc., N. Y.

KENT Shreveport, La., has appointed John E. Pearson Co., N. Y.

STATION PEOPLE

Lewis La Mar, former announcer, WAIT Chicago, appointed assistant general manager, WNMP Evanston, Ill.

MR. IRVINE

Jack Irvine, formerly general sales manager, KONA (TV) Honolulu, appointed general manager, KVAN Vancouver, Wash.

O. P. Bobbitt, sales manager, KTBC Austin, Tex., additionally appointed sales manager, KTBC-TV.

Robert J. McKendrick, formerly with WLOK-TV Lima, Ohio, to WWJ-TV Detroit as assistant program and production manager; **Ron Gilbert,** formerly salesman, New York Life Insurance Co., Detroit office, to sales staff, WWJ-TV.

Arthur A. Snowberger, director of engineering, United Broadcasting Co. [WOOK-WFAN (FM) Washington, WSID Baltimore, WJMO Cleveland, WANT Richmond, WARK Hagerstown, Md., WINX Rockville, Md.], elected executive vice president and board of directors' member.

MR. SNOWBERGER

Alan Purves, sales representative, Bonner Packing Co., Fresno, Calif., to KBIF there, as account executive.

Hal Henderson, formerly with WKRC Cincinnati, to sales staff, KGMB-TV Honolulu.

Les Sand returns to WWDC Washington as disc m.c.

Bruce Vanderhoof, formerly with KDYL-AM-FM-TV Salt Lake City (now KDYL-AM-FM-KTVT (TV)), to KING-AM-TV Seattle as host-m.c.

Jim Boysen, disc m.c., WTCN Minneapolis, to KABC Hollywood in similar capacity.

Kernan Wright, formerly with WHNC Henderson, N. C., to WSRS Cleveland as organist and announcer.

Terry O'Flyn, formerly announcer, KWKH Shreveport, La., to announcing staff, WKY-AM-TV Oklahoma City.

Dick Andrews, KCOM Sioux City, Iowa, to WOW Omaha as disc m.c.; **Dave L. Scheie,** formerly with KOB-AM-TV Albuquerque, to WOW as anonuncer.

Dick Lewis, formerly with KOAT-TV Albuquerque, to KLZ-TV Denver as announcer.

Paul Meeks and **Paul Comstock,** formerly with technical staff, ABC-TV Hollywood, to KBET-TV Sacramento, Calif., as studio technicians.

Ralph Fenno returns to sports staff, WPOR Portland, Me.

Judy Bryson, program director, WTCN Minneapolis, to KEYD-TV there (target date: Jan. 1).

M. H. LeBlang, assistant advertising and sales promotion director, WCBS-TV New York, has

OPEN ALL NITE
with Chuck Phillips
Selling

In Milwaukee thousands of night workers and early risers rely on WEMP, Milwaukee's only all-night station, for music, news and weather.

Chuck is an important part of their lives. They buy what he sells. Dozens of happy national advertisers attest to this. Join them and Chuck and get up to twice the Milwaukee audience per dollar of any network station on WEMP.* Call Headley-Reed!

* Based on latest available Pulse rating and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

resigned, effective Jan. 1, to open investment and insurance counselor offices at 550 5th Ave., N. Y.

Edward W. Jacker, chief engineer, WAIT Chicago, resigns, effective March 26.

Sam J. Slate, program director, WCBS New York, will address 10th annual session of Georgia Radio & Tv Institute at Henry W. Grady School of Journalism, U. of Georgia, Athens.

Richard Hartnett, sales executive WEEI Boston, appointed publicity chairman, Crosscup-Pishon Post, American Legion in Boston.

Jim Bentley, program director, KCEN-TV Temple, Tex., appointed acting chairman district 13 (Texas), National Assn. of Film Directors.

Robert W. Ferguson, executive vice president, Tri-City Broadcasting Co., and general manager, WTRF-TV Wheeling, W. Va., designated "Citizen of the Month" by Wheeling Chamber of Commerce.

Frederick G. Edwards, engineer, WTIC Hartford, Conn., appointed Civil Defense Director for Manchester, Conn.

Willard L. Dougherty, executive vice president and general manager, WDOK Cleveland, voted member of Cleveland Variety Club and has been appointed to publicity, entertainment and membership committees.

Ed Scott, "Sheriff Scotty," KLZ-TV Denver, made honorary Lakewood, Colo., Kiwanian for efforts in boosting club's Christmas fund.

Pat Meikle, personality, *Magic Cottage*, WABD (TV) New York, entertained Dec. 18 at Christmas party sponsored by National Foundation for Muscular Dystrophy for 120 MD-afflicted children.

Bill Leonard, conductor, *This Is New York*, WCBS-TV New York, author of book, "This Is New York," guide to New York and suburbs.

Leo Carrillo, production manager, Abbott Kimball Co. of Calif., L. A. and **Bobbie Breacher,** assistant media director, Milton Weinberg Adv. Co., same city, were married Nov. 24.

Paul O'Steen Jr., account executive, WQAM-AM-FM Miami, father of boy, Kevin Stouder, Dec. 2.

Joseph Coffin, director of sales development, KTLA (TV) Hollywood, father of girl, Audine Ellamae.

Ed Dinsmore, 39, newscaster, WBEN-TV Buffalo, N. Y., died Dec. 19.

McDERMOTT WINS 'McCALL's' AWARD

The woman's magazine presents its annual 1954 awards, giving recognition to women for public service achievements in radio-tv.

SELECTION of Angela McDermott of the Mohawk-Hudson Council on Educational Tv, Schenectady, N. Y., as winner of the Top Award and as the "Outstanding Woman in Radio & Television for 1954" was announced last week in the January issue of *McCall's* magazine. Other winners of the 1954 *McCall's* Awards to Women in Radio & Television were announced as follows:

MISS McDERMOTT

Dorothy Daniel, WQED (TV) Pittsburgh, in the "executive, service to the community" classification, for "her work in launching a unique, citizen-supported educational television station"; Bee Baxter, KSTP-TV St. Paul-Minneapolis, "executive, service to women," for her program series on nurse recruitment, *Operation Tender Loving Care;* Josephine Wetzler, WLS Chicago, "executive, service to youth" category, for her good health-poster-slogan contest, conducted on her program *School Time."*

Marion Young Taylor, the "Martha Deane" of WOR New York, "broadcaster, service to the community" classification, for her series on juvenile delinquency; Mary Jones, WFIL Philadelphia, "broadcaster, service to women" award, for making possible the "Mary Jones Hearth," to provide shelter for homeless young women; Maran Koehler Rowe, KPIX (TV) San Francisco, "broadcaster, service to youth" category, for her program series *Adventure School.*

In designating Miss McDermott for the Top Award, *McCall's* pointed out that "while other people were worrying about and theorizing about the need for education tv programs, she was actually creating one. Her *Tv Schooltime* broadcast over General Electric's station WRGB (TV) Schenectady, is the first regular educational television program in New York State. It is one answer to the state's decision not to finance an official channel for education."

Miss McDermott, according to *McCall's,* persuaded more than 3,000 teachers, students, writers, researchers and librarians to participate in the project. The magazine said that the television series, *Tv Schooltime,* which Miss McDermott produces, is divided equally between programs for adults and school children. Miss McDermott was lauded by the magazine for having trained people to "understand what good educational television is, and to write for it, so that when official channels are made available, the needed personnel will be ready."

The *McCall's* "Mike" Awards were established in 1951 to give nationwide recognition to the public service achievements of women in the broadcasting industry. Each of the 1954 winners will receive her award—a golden microphone—in her home city during the on-sale period of the January *McCall's.* Formal presentation will be made at the *McCall's* award dinner on May 7, during the convention of the American Women in Radio & Television in Chicago.

EIGHT YEARS' service on the Stop Accidents campaign is recognized by these two citations presented on behalf of the Advertising Council by Stuart Peabody (c), chairman of the council board, to Wesley I. Nunn (l), advertising manager, Standard Oil Co. (Ind.), and Scott Leonard, vice president of Young & Rubicam, Chicago. Standard Oil headed the public service campaign for eight years as its volunteer coordinator and Y&R was volunteer task force during the same period.

AWARD SHORTS

NBC-TV commended by National Safety Council for ". . . making a major contribution to safety by emphasizing the need for extra careful driving over the Christmas holidays" in its scheduling of "Red Christmas," story stressing safe driving, on *Medic* Dec. 20. (9:30-10 p.m. EST).

Colgate Comedy Hour (NBC-TV, Sun., 8-9 p.m. EST) scheduled to receive award yesterday from B'nai B'rith, national Jewish organization, during telecast originating from Chicago.

Comdr. Seymour N. Siegel, U. S. Naval Reserve, awarded Certificate of Distinguished Service from Reserve Officers Assn. of U. S., Manhattan (N. Y.) chapter, for cooperation as director of radio communications of New York City in making success of organization's National Defense Week last Feb. 12-22.

WDSU-TV New Orleans' *Tip Top Space Ship* program presented award from Air Reserve Center of New Orleans in appreciation of program's work to promote air mindedness.

Mike Layman, president and general manager, WSFC Somerset, Ky., designated "Kentucky Colonel" by Kentucky Governor Lawrence W. Weatherby for community work.

Pay Tv Would Doom Free Tv, Rembusch Charges

SUBSCRIPTION tv advocates are seeking a preferred economic position, Trueman T. Rembusch, co-chairman of the anti-pay-tv Joint Committee on Toll Tv, said last week.

In a statement indicating that the joint committee intended to place its case before the Senate Judiciary Committee, Mr. Rembusch challenged pay-tv proponents to use closed-circuit coaxial lines into homes. This "would maintain free tv on all television channels," he said.

"However," Mr. Rembusch went on, "they are seeking a preferred economic position by securing use of the free airwaves for toll tv. Such a preferred economic position would destroy the two and a half billion dollar investment in theatres in this country, which in turn would destroy the invaluable travel, invaluable to retail merchants' sales, to and from the theatres, with a net result of depressing retail sales nationally."

Advertising agencies would be destroyed also, Mr. Rembusch said. Toll tv would create a "preferred class of listeners," he claimed. Subscription tv would also tie up "choice" hours so non-subscribing set owners would have no tv channel available for free television, he said.

In speaking of bringing the opposition to subscription tv to the Senate committee, Mr. Rembusch said that he is "confident that when all the evidence is in it will be found that toll tv would not only destroy free television as we now know it but also the philosophy of broadcasting as we have known it for so many years in this country."

The Joint Committee on Toll Tv was formed in Chicago last October by a group representing members of the Theatre Owners of America and Allied States Assn. of Motion Picture Exhibitors [B•T, Oct. 25]. It has asked the FCC to defer action on Zenith Radio Corp.'s latest petition—to authorize subscription tv without a rule-making hearing—until it has had time to submit its comments [AT DEADLINE, Dec. 20].

Mr. Rembusch, an Indiana theatre owner, is a past president of Allied States Assn. Sharing the chairmanship of JCTT with Mr. Rembusch is Alfred Starr, TOA.

In recent weeks, Sen. Harley M. Kilgore (D-W. Va.), slated to head the Senate Judiciary Committee in the next Congress, has proposed an investigation of "monopolistic" practices in radio and television. Among the subjects mentioned has been subscription tv [B•T, Dec. 20, 13].

March of Dimes Staff Expands for '55 Drive

EXPANDED radio, television and motion picture department of the National Foundation for Infantile Paralysis will assist in the March of Dimes campaign to raise $64 million Jan. 3-31, it was announced last week by Howard J. London, director of the department. Fifteen persons have been added to the New York headquarters of the department, two to the Hollywood office and one in Chicago.

New personnel includes Joseph Kenas, formerly writer-director for Fox-Movietone News, film writer; Pennell C. Kirkbride, previously documentary film writer for RKO-Pathe, script writer and film supervisor, and Bob Novak, Saunders J. Thomas and Jesse Butcher, previously in radio and television production work, talent and production staff employes.

The roster of writers joining the department consists of Virginia Allison, formerly film and promotion writer at WCBS-TV New York; Luke deMatania, previously tv and motion picture writer with Empire Productions; Edward Gillmore, free lance writer; Michigan Kroll, previously director of women's programs for CBS; Marshall Mead, magazine and radio writer, and David Pollard, formerly senior copywriter at Kenyon & Eckhardt.

In Hollywood, John Swallow, former West Coast program manager for NBC, will handle national radio, television and motion picture production. Jane Lait will be in charge of national radio-tv publicity on the coast. In Chicago, Jack Fisher of M. M. Fisher Assoc., will supervise national radio and television activities in that area.

Elaine Brown, formerly publicity director for Dancer-Fitzgerald-Sample, will direct publicity for the department.

The regular staff working under the direction of Mr. London includes Charles C. Bennett, script editor, who has been with the foundation for eight years; Joe L. Cramer, motion picture supervisor; Ed Franck, radio and television supervisor, formerly with Young & Rubicam; Adele Quigley, administrative assistant and liaison contact; Jo Belvedere, traffic, and Gloria Rozonca and Antoinette Stallone. The office staff will be assisted during the campaign by Frances Gervasi, Alva Heins, Jeanne Markman and Virginia Pellett.

PROGRAM SERVICE PEOPLE

Howard Connors, St. Louis representative, ASCAP, N. Y., appointed to radio-tv station relations div., headquartering in Atlanta, Ga., covering Florida, Alabama, Mississippi and Georgia.

Bob Mahakian, tv dept., MCA Agency, Beverly Hills, Calif., to Wynn Rocamora Agency, same city, in similar capacity.

GRACE GIBSON, an American who is one of the largest independent program producers in Australia, orders 3,500 American radio scripts to be produced Down Under. Charles Michelson, New York program supplier, witnesses the purchase.

PROGRAM SERVICE SHORTS

Song Ads Co. (singing jingles), Hollywood, has produced 30-second radio spot announcement for Inn Maid Products (biscuit mix), Millersburg, Ohio, for regional use. Agency: Byer & Bowman Adv., Columbus, Ohio.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Basic
NBC Affiliate
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

MURPHY SEES RADIO HEADED FOR GROWTH

CBS Radio president asserts in a yearend statement that radio has little more to lose to tv because the latter already has reached "two-thirds of its circulation possibilities."

RADIO as a whole is headed for a period of "long-term growth," Adrian Murphy, CBS Radio president, predicted last week in a year end statement.

The statement asserted that in the 10 months, January-October, CBS Radio's gross billings were 62.1% ahead of its nearest competitor, and for the total year its gross billings were about $54 million. It was also pointed out that the network started 1954 with 219 am affiliates and 90 fm, and it will begin 1955 with 221 am and the same number of fm affiliates.

In support of his belief that radio will continue to grow, Mr. Murphy cited the following:

"Population increase in the country; an increase in set ownership from 76,991,000 in 1948 to 111 million in 1954, with nearly 97 million in locations where there are no televisions sets; the existence and use of 26,180,000 radio sets in automobiles and 10 million sets in public places, to be added to home listening; an increase in existing radio stations from 1,800 in 1948 to 2,600 in 1954; the prospect that radio has little more to lose to television and can absorb such losses because the newer medium already has reached two-thirds of its maximum circulation possibilities."

In connection with Mr. Murphy's view that tv's inroads on radio listening will diminish, the statement pointed out that the Pulse rating of Dec. 17 revealed that the radio audience for the exclusive CBS Radio broadcast of the Marciano-Charles heavyweight title bout last fall, with a rating of 30.7, was "greater than the combined audience of all television programs at the same hour."

"The dominant characteristic of today's programming (on CBS Radio) is the relaxed mood, manifested in music, conversation, unpretentious humor."

One of the significant events in connection with public affairs broadcasting occurred, the statement said, when Dr. Frank Stanton, president of CBS, used the facilities of both CBS Radio and CBS-TV for an editorial, advancing the right of broadcasting networks to equal access with all other information media.

ALL-ROUND RECORD FOR CBS-TV IN '54

Network claims 'sizable growth' in billings, affiliates and programming.

IN A yearend statement summarizing its activity in 1954, which it described as an "all-time record in all phases," CBS-TV last week underscored a sizable growth in gross billings, number of affiliated stations and programming.

Among high points in CBS-TV's summary:

• An increase in 1954 of more than 50% in gross annual billings, placing CBS-TV in terms of advertising revenue as "the biggest single advertising medium in the world." (Also see box, page 51.)

• A boost of 45 affiliated stations for a total of 202 operating stations both "within and without the continental U. S."

• Debut in the early fall of the network "editorial," delivered by Dr. Frank Stanton, CBS Inc. president, who urged equal opportunity for broadcasters to that accorded the press in coverage of important news events, specifically congressional hearings.

• Introduction of new public service programs, such as *The Search, Now and Then, The American Week* and *Face the Nation,* on a regular weekly basis.

• Initiation of the "extended market plan"—a tv sales concept designed to extend network service to small market stations. Approval of the plan by 18 stations was cited.

In color tv, CBS-TV noted that during the year it remodeled and put into production its new Studio 72, which formerly was the 81st Street Theatre in Manhattan, and claimed by CBS-TV to be the "largest and most complete studio of its kind in the country." For West Coast originations, CBS-TV equipped with color facilities some 10,000 sq. ft. of Television City. In the fall, CBS-TV noted, its two regular monthly series of color programs, *The Best of Broadway* and *Shower of Stars,* were started, along with a schedule permitting major tv programs on the network to broadcast in color on a rotating basis.

In sales, CBS-TV claimed "the largest sale ever negotiated with a single sponsor"—the Procter & Gamble contract for an additional 6¼ hours weekly, which includes *Welcome Travelers, On Your Account* and *The Seeking Heart.* As many as 114 advertisers used the network during the year, CBS-TV said, with 42 of them new to CBS-TV and 21 new to tv. Retention of time periods through the summer by nearly all clients was reported.

PASADENA's annual Rose Parade on New Year's Day will be carried in four California markets (Los Angeles, San Diego, Fresno and Bakersfield) by Columbia Tv Pacific Network. Reviewing the terms of the contract are (l to r): co-chairman William Martin and Ray Carter, Southern Calif. Plastering Institute, and Edmund Bunker, CTPN sales manager.

ABC Renews 'Town Meeting'

CONTRACT for the weekly production of *America's Town Meeting of the Air* has been renewed by ABC with Town Hall Inc., New York, adult educational center. During 1955, the 45-minute program will be expanded to an hour and will move from Tuesday to Sunday night, 8-9 p.m. EST, effective Jan. 2.

The public affairs series will observe its 20th anniversary as a regular radio feature on May 29 with plans for broadcasts from 40 cities.

'54 GOOD YEAR FOR DTN, SAYS DIRECTOR BERGMANN

DuMont managing director reports 213 stations carried DuMont Television Network programs and that DTN national billings were up 7.1%.

A REPORT on the status of the DuMont Television Network in 1954 was issued last week by Ted Bergmann, managing director of the network, stating that during the year DuMont "not only strengthened its position in the developing electronics-communications field, but also made substantial contributions to the solution of problems essential to the medium's progress."

Roster of 213 domestic stations carried DuMont shows during 1954, the largest list of any tv network, Mr. Bergmann said. DuMont shows were available to approximately 98% of the country's 31 million set owners, he reported.

In 1954, the interconnection picture improved, Mr. Bergmann said, with 193 stations connected to the coaxial cable and microwave facilities. Record billings for WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, DuMont o&o stations, also were reported in 1954.

During the year, the network served 44 national advertisers who accounted for gross billings of $13,250,000. This marks a 7.1% increase over the total for 1953, which was $12,374,353.

Mr. Bergmann's report also stressed the closed-circuit color experiments conducted at DuMont Tele-centre, New York, since July. An hour each Sunday evening is devoted to color programming at DuMont, when color shows from film are aired over WABD. Some 80 DuMont affiliates are reportedly equipped to telecast in color.

The report pointed out that the teletranscription service has been "increasing steadily in usefulness, both to sponsors and to station programmers." The department stepped up production of prints by 50%, providing a total of approximately 7,500 hours of programs.

Closed-circuit department continued to expand and serve new customers. It likewise provided DuMont cameras and personnel to pick up two heavyweight championship fights and the opening of the Metropolitan Opera for theatres throughout the country.

CBS-TV Sets Up Sales Unit For 'Extended Market Plan'

SPECIAL SALES unit has been established to service CBS-TV's "Extended Market Plan," it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. The plan was evolved to extend television network service to small market stations [B•T, Nov. 29].

Terrence McGuirk, who has been associated with CBS since 1950, has been placed in charge of the unit as sales manager. He has served successively in CBS Radio network operations; assistant manager, sales and program service for CBS-TV's WCBS-TV New York; in the CBS personnel relations department, and in CBS-TV's sales service department. He is a graduate of Fordham U. and served with the paratroopers during World War II.

Mr. Hylan, who described Mr. McGuirk as a "sales service specialist," stated that the latter's qualifications are "ideal" for the new

Right from WJAC-TV's Station Log . . .

13,812 HOURS ON-AIR

. . . and still going strong!*

*. . . says N. L. Straub, Technical Director of WJAC-TV

"Over two years ago, we placed five RCA-5762 power triodes in our TT25AL Power Amplifier," says Mr. N. L. Straub of WJAC-TV. "... Placed in service in September, 1952, *each tube has now a total of 13,812 hours service*—and *still* going strong!"

The 5762 is but one of many RCA power types delivering long-life performance in radio and television transmitters all over the country. Broadcasters have come to depend on the reliable operation of these tubes—operation that *pays off!* Lower capital investment per hour of tube performance – lower operating cost – minimum "down time" – more stable operation are the kind of "extra dividends" broadcasters get from RCA Power Tubes.

Call your local RCA Tube Distributor to fill *all* your broadcast tube requirements. You'll like his friendly, prompt and dependable service.

RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N.J.

post. He said that in his latest capacity as "one of the key men" in the CBS-TV sales service operation, Mr. McGuirk has worked closely, for more than two years, with most of the major advertising agencies and affiliated network stations, handling and booking sales service and station clearances for "scores of network programs."

Mr. Hylan stated that in his new capacity, Mr. McGuirk will be supported by, and work in cooperation with the staffs of several departments at CBS-TV, including the research, sales development, and advertising and sales promotion departments.

CBS Announces Grants To Executives' Schools

Thirteen schools will get $32,000 during the new foundation's first year in the name of 16 top officials.

CBS FOUNDATION Inc. is to announce today (Monday) a plan for making financial contributions to privately-supported colleges and universities from which key company personnel have graduated, the foundation said [CLOSED CIRCUIT, Dec. 20].

Thirteen institutions are included in the first-year grants, begun on an experimental basis, made in behalf of 16 CBS employes, by the foundation, which makes charitable and educational grants for CBS Inc. and its divisions. A contribution of $2,000 for each of the 16 people is being made.

Standards governing grants are, "minimum service of 30 months on a continuous basis and on permanent staff, and promotion to or beyond a specified level of responsibility. Graduation from a privately-endowed educational institution on the approved list of one or more of the recognized college accrediting associations is also required."

The foundation decided to limit its grants to private institutions because it was felt that CBS already was contributing materially to the support of publicly-endowed colleges and institutions through payment of local taxes at its various locations. Recognition was given to non-public schools' need for increased private funds. Three public institutions were eligible for grants in point of their graduates' service to CBS.

Five colleges and universities are to receive grants on behalf of employes who met the requirements during 1953. The other eight schools were included because of executive employes who met the standards in earlier years.

The grants, unrestricted as to use by the recipients, will continue to be made in behalf of employes who met the standards in years prior to 1953.

Grants are being made to the following institutions for the employes named (with the year each joined CBS):

Brown U., Hubbell Robinson Jr., vice president in charge of network programs, CBS Television (1947);

Columbia U., Howard S. Meighan, vice president, CBS Inc. (1934), and Louis Hausman, vice president, CBS-Columbia (1940);

Cornell U., Henry Untermeyer, WCBS New York sales manager (1937);

Dartmouth College, Harry S. Ackerman, vice president in charge of network programs-Hollywood, CBS Television (1948), and James B. Conkling, president, Columbia Records (1951);

Denison U., John Hundley, manager of CBS Television program service (1938);

Duke U., George Klayer, Chicago sales manager, CBS Television (1946);

College of the Holy Cross, Daniel T. O'Shea, vice president, CBS Inc. (1950);

U. of Kansas City, Edward P. Shurick, director of station relations, CBS Television (1950);

New York U., Norman Adler, general attorney, Columbia Records (1951);

Ohio Wesleyan U., Dr. Frank Stanton, president, CBS Inc. (1935);

U. of Pennsylvania, Lawrence W. Lowman, vice president, CBS Inc. (1928), and James M. Seward, administrative vice president, CBS Radio (1933);

Princeton U., Adrian Murphy, president, CBS Radio (1936), and

Wesleyan U., Harry Ommerle, director of programs, CBS Television (1950).

Members of the CBS Foundation Inc. board, all directors of CBS Inc., are: Dr. Frank Stanton, president of CBS Inc.; J. A. W. Iglehart, partner in W. E. Hutton & Co. and president of the foundation; Ralph F. Colin, member Rosenman, Goldmark, Colin & Kaye; Dr. Leon Levy, Philadelphia, and Robert A. Lovett, general partner in Brown Brothers Harriman & Co. and former Secretary of Defense.

CBS-TV Names Dozier Hollywood Program Head

WILLIAM DOZIER has been appointed director of network programs, Hollywood, for CBS Television Network. He succeeds James Fonda, who has moved to a producer-creator position with the network [B•T, Dec. 20]. Mr. Dozier will report to Harry S. Ackerman, vice president in charge of programming, Hollywood.

Mr. Dozier was first the head of CBS-TV's story department and in 1952 was named executive producer in charge of CBS-TV's dramatic programs. He was formerly story and writer head at Paramount studios and executive assistant to the vice president in charge of production at RKO. He has also been associated as executive producer with Universal-International and Columbia Pictures. Before joining CBS, Mr. Dozier was assistant to Sam Goldwyn.

NBC Radio Sets Three New Mon.-Fri. Programs

AS PART of a realignment of the NBC Radio Network schedule, designed to bolster the network program format, Ted Cott, operating vice president of NBC Radio, last week announced the addition of three new Monday-through-Friday morning programs and the extension of another from five to six-days-per-week basis.

Mr. Cott, who gave details of the program re-organization to network affiliates in a closed-circuit talk, said the new shows are "the result of both listener and client requests following the success of the NBC Radio 'across-the-board' formula of booking major attractions and big-time shows." As an example, Mr. Cott mentioned that *Mary Margaret McBride*, presented Monday-through-Friday (10-10:05 a.m. EST), was sold out within a few weeks after its debut. Starting Feb. 12, it will be heard Monday-through-Saturday with Calgon Inc. joining General Foods Corp., Q-Tip Sales Corp. and Star-Kist Foods Inc. as sponsors.

The other programs, which Mr. Cott said will give listeners a favorite personality at the same time each day and present a small-unit sales package of "big-time" radio for advertisers, are: *Dr. Norman Vincent Peale* (Mon.-Fri., 10:05-10:15 a.m. EST), *Joyce Jordan, M.D.* (10:15-10:30 a.m. EST) and *The Doctor's Wife* (Mon.-Fri., 10:30-10:45 a.m. EST). They will start on Jan. 3.

NBC, CBS Chicago Changes Indicate Program Expansion

TELEVISION expansion programs are pointed up in developments reported by two networks—NBC and CBS—in Chicago during the last 10 days.

NBC announced it has renewed its lease with the Merchandise Mart in Chicago calling for additional space on the roof for the network's Central Div. The network said it will receive over 43,000 sq. ft. more space for studios and offices. The expansion looks toward an increase, presumably, of live local and network-originated video programs. The Mart deal was reported as involving an estimated $5 million.

CBS Central Div. announced completion of a new antenna and transmitter by network engineers atop Chicago's American National Bank Bldg., with an increase in WBBM-TV's power to the maximum 100 kw. CBS also plans to move ahead with blueprints of its $1.5 million renovation-construction program at the Chicago Arena, to be used as a television-origination center sometime next year.

WBBM-TV boosted its power five-fold, increasing visual from 18 kw to 100 kw and aural from 9.2 kw to 50 kw. New antenna is 700 feet above ground, 1,293 feet above sea level. The station has been using original transmitter and antenna since July 4, 1953, when FCC authorized its switch from ch. 4 to ch. 2, and awarded the former to Milwaukee.

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CANADA STATIONS DISCUSS '55 PLANS

RADIO PROGRAMMING and sales policies for 1955 were discussed at a Vancouver, B. C., meeting of the All-Canada Mutually Operated (ACMO) radio stations. The increasing number of tv stations, some affiliated with All-Canada radio stations, call for more research to aid advertisers and more thorough planning for retail sales, the top personnel of the ten stations decided.

Joseph B. Ward, president of the Advertising Research Bureau Inc., Seattle, was guest speaker at the three-day meeting. He reported on results of studies with leading retailers in the United States and Canada, and outlined the problems of retail organizations. He told the All-Canada executives how radio stations should present their plans for retail organizations.

The ACMO stations operate autonomously with a coordinated planning and information organization, All-Canada Radio Facilities Ltd., a station representative and transcribed program distributing firm. Stations reported increased business in 1954, some with an all-time high. Prospects for the coming year were considered good.

Attending the meeting were Harold R. Carson, general manager of All-Canada Radio Facilities, Calgary; Lyman Potts, CKOC Hamilton; John Ansell, Laurie Irving, F. H. Elphicke and Sam Ross, CKWX Vancouver; Rolfe Barnes, Cam Perry and Garth Olmstead, CJCA Edmonton; Bob Innes, CFJC Kamloops; Keith Thompson, Bill Eilan, Lee Hallberg and Ralph Pashley, CJVI Victoria; Lorne McLeod, CJAT Trail; Bruce Pirie, CKRC Winnipeg; Don Hartford and George Brown, CFAC Calgary; Denny Reid, CKOV Kelowna; Gerry Priest, CKBI Prince Albert; Bob Harkins, CKPG Prince George, and Ken Compton and Roy Malone, CKCK Regina.

U. S. Radio Second at Night, First in Canadian Daytime

CANADIAN evening radio network programs led U. S. shows two to one in popularity during November, according to the national ratings released by Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* led with a rating of 16.9, followed by *Radio Theatre* 14, *Share the Wealth* (Canadian) 12.3, *Wayne & Shuster* (Canadian) 12.1, *Singing Stars of Tomorrow* (Canadian) 10, *Army Show* (Canadian) 9.3, *Championship Fights* 9, *NHL Hockey* (Canadian) 8.8, and the *Toronto Symphony Concert* (Canadian) 5.7.

Daytime U. S. network shows led in popularity with the first five being *Ma Perkins* 13.9, *Pepper Young's Family* 13.2, *Guiding Light* 12.9, *Road of Life* 12.3, and *Right to Happiness* 12.1.

In the French-language network field, evening shows were led by *Un Homme et Son Peche* 39.8, *Le Survenant* 31.2, *La Famille Plouffe* 27.2, *Tambour Battant* 19.2, and *Theatre Ford* 18.1. Daytime French-language shows were led by *Rue Principale* 30.2, *Les Joyeux Troubadours* 29, *Vies de Femmes* 28.2, *Je Vous ai Tant Aime* 27.7, and *Francine Louvain* 26.5.

CBHT (TV) Halifax Begins; CBUT (TV) Boosts Power

CBHT (TV) Halifax, ch. 3, began telecasting last Monday with five hours daily Monday through Friday, and longer periods on Saturday and Sunday. W. E. S. Briggs, Canadian Broadcasting Corp. director for the Maritime Provinces, announced the station will have local weather and interview programs and will be a non-interconnected station of the CBC tv network.

CBUT (TV) Vancouver, ch. 2, on Dec. 16, the station's first anniversary, increased its power from 2.5 kw to 100 kw video, and 1.5 kw to 60 kw audio. CBUT's new 265 ft. 12-bay supergain directional antenna was manufactured by Marconi Wireless Telegraph Co., London, Eng., and erected by Dominion Bridge Co., Vancouver.

Meanwhile, CKX-TV Brandon, Man., ch. 5, announced it will begin telecasting early next spring, and will be represented by All-Canada Television, Toronto. The station will have 19.3 kw video and 9.65 kw audio power. This makes the 14th Canadian independent tv station to be represented by All-Canada out of a total of 22 independent tv stations.

Canadian Tv Tops Million

OVER A MILLION television receivers were in operation in Canada by the end of October according to figures from the Radio and Television Manufacturers Assn. of Canada and All-Canada Television. Of the 1,026,912 sets in Canada, more than half, 588,415, are located in the province of Ontario, 310,620 are in Quebec province, 66,850 are in British Columbia, and the rest are widely distributed throughout the country.

INTERNATIONAL PEOPLE

Lloyd Muir to Stewart, Bowman, MacPherson Ltd. (adv.), Vancouver, as manager.

George Elliott to radio-tv dept., MacLaren Adv. Co. Ltd., Toronto, as senior assistant manager; **Ted Huff** and **Kent Burt** to department as assistant managers.

King & Porter Firm Formed

FORMATION of King & Porter, a broadcast consulting engineering service specializing in practice before the FCC, has been announced by W. Ray King and John L. Porter. The firm is located at 3536 W. Moreland St., Phoenix; telephone: Applegate 8-2975.

PROFESSIONAL SERVICE SHORTS

Mike Watson, Public Relations Counsellors, Hollywood, is author of booklet on public relations problems, including chapters on "Radio & Video, Their Expanded Role in Your Public Relations" and "Radio-Tv Giveaway Programs," available on written request to Mr. Watson at firm's address, 1540 N. Highland Ave., Hollywood 28.

Institute for Research in Mass Motivations, L. A., moves to 1135 S. Beverly Dr.; telephone: Crestview 6-6718.

PROFESSIONAL SERVICE PEOPLE

Anton Remenih, radio-tv columnist, *Chicago Tribune*, to Foladare, Greer & Bock (public relations), Hollywood, as writer.

Verne Burnett Jr., formerly with N. W. Ayer & Son, Phila., to Verne Burnett Assoc. (public relations), N. Y.

Edward L. Bernays, public relations counsellor, appointed chairman, public relations committee, National Multiple Sclerosis Society's 1955 fund-raising campaign.

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WBEN-TV

CHANNEL 4

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GE SHOWS DIRECT LIGHT AMPLIFICATION

System, using no electronic tubes, hailed as clue to 'picture-on-wall' tv screens.

A SYSTEM of direct amplification of light without use of electronic tubes, employing experimental screens said to have given off ten times as much light as that which was projected on them, was demonstrated for newsmen last Tuesday by scientists of the General Electric Research Labs, Schenectady.

The brightness of a projected photograph was increased many times, in the demonstration in New York, when an electric current was passed through a special phosphor cell used as the viewing screen. But Dr. C. G. Suits, GE vice president and director of research, made clear that because of the small size of the screen—about four inches across—and the limitations in the type of light that can now be amplified, no immediate applications for picture projection screens should be anticipated.

Even so, Dr. Suits said, "discovery of this light amplifier may be the clue to achieving 'picture-on-the-wall' television screens," as well as important applications in X-ray fluoroscopy, photography, "seeing in the dark" devices and other developments involving reproduction of picture images.

In the demonstration, an ordinary lantern-slide projector was used, and the picture was a regular photo slide. An ultraviolet light source was used in the projector, and the resultant yellowish image on the small screen became brighter, as the voltage on the screen was increased in the manner usually accomplished by increasing the intensity of the projector light or by opening the lens aperture—neither of which was altered in this demonstration.

"There may eventually be many practical applications of the light amplifier," Dr. Suits said, "but it is no more possible to predict these with certainty now than it would have been to foresee the extent and ramifications of modern radio and television when the first electronic amplifying tube was invented 50 years ago."

GE authorities noted that applying an electric voltage does not, of itself, cause the special phosphor screen to give off light. Ultraviolet energy falling on the screen causes a faint glow, but there is no amplification. The latter, it was stressed, occurs only with the combination of both the voltage and the ultraviolet.

"The direct light amplifier is an outgrowth of extensive GE research in electroluminescence, a field devoted to direct conversion of electrical energy into light," according to Dr. F. E. Williams, head of light generation studies at the GE Research Laboratory, who said the light-amplifying phosphor was created by D. A. Cusano, young GE scientist who conducted the demonstration.

"Modulation of photoluminescence by an electric field has been previously reported by several scientists both in the U. S. and abroad, but true amplification has now been achieved," Dr. Williams added.

At least one other major company, RCA, also is conducting laboratory work on the amplification of light, RCA Board Chairman David Sarnoff having reported a week ago that RCA Labs had, during this year, amplified light electronically by ratios of more than 20 to 1 [B•T, Dec. 20].

Asked whether the GE system was similar to that of RCA, GE officials said only that "so far as we know, the phenomenon you're seeing here today is new." They said they did not know whether it was "electronic" in the sense that, if GE receives a patent on it, rights to the patent will become available to RCA under the GE-RCA patent-licensing agreement.

AMPLIFICATION of light is demonstrated by GE scientists, who show that brightness of a projected photograph can be increased by passing an electric current through a special phosphor cell used as the viewing screen. D. A. Cusano (l), young GE scientist, is credited with creating the light-amplifying phosphor by Dr. F. E. Williams (r), head of light generation studies at the GE Research Lab. The lower picture shows two photographs printed simultaneously from negatives made consecutively on a roll of 35mm film with the same camera, using the same lens, lens opening and exposure time, the brightness increase in the picture on left being produced by the GE method of direct light amplification.

RCA Electrofax Paper Gives Prints in Fraction of Second

DEVELOPMENT of a low-cost, coated paper that is so photosensitive that it can make contact prints at exposures of a fraction of a second was announced last week by RCA. The product will be used in a new, simplified dry photographic process known as electrofax.

An RCA spokesman said the new paper has proven its sensitivity in numerous tests, including experimental use in a camera. At exposures of one-half a second in outdoor light, it can produce positive prints in a few seconds with no chemical processing. The paper has been developed for specific use in the electrofax process for obtaining rapid and permanent prints from photo negatives, microfilm enlargements or projected images.

21-In. Color Set Readied By Emerson for Spring

EMERSON expects to have 21-inch color receivers on the market next March or April, it has been announced by Benjamin Abrams, president of Emerson Radio & Phonograph Corp. He said initial production will be on a conservative basis "inasmuch as mass consumer interest will not be a reality until it is possible to produce a 21-inch color receiver to be marketed at $500 or less."

Mr. Abrams said Emerson, which he had disclosed earlier this month to have discontinued its color set production because the 15-inch receiver already was obsolete [B•T, Dec. 6], will resume color receiver production within the next two months.

GE's Baker Predicts '55 Electronics Surge

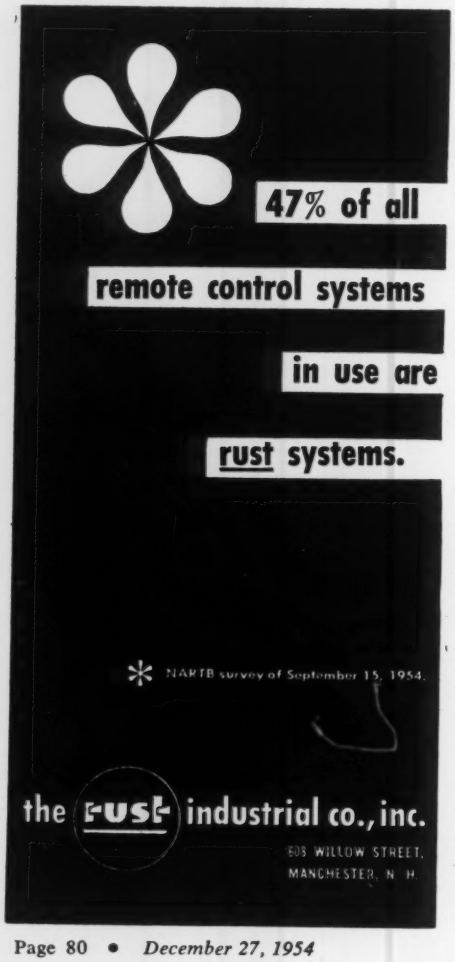
DR. W. R. G. BAKER, vice president and general manager of GE's Electronics Div., in his yearend statement just released, offers bullish predictions on:

- Color tv set production—he estimates 200,000 units by the end of 1955.
- Tv stations equipped for network color—50% of the estimated 530 tv stations which he believes will be on the air at the end of 1955.
- Service to the public—the trend to high-power broadcasting should provide still better video service.
- Electronic tubes—there will be an increased use of them next year.

The 200,000 color tv units expected in 1955 will add to an estimated 5.8 million black-and-white total for the year, according to Dr. Baker who notes that because each color set is equivalent in dollar value to about three monochrome units, the "total tv industry will operate at substantially the same dollar level in 1955."

Dr. Baker expects 150 stations to be able to transmit network color by the end of 1955 with color network facilities in 98 cities.

About one million radio units will use printed wiring, Dr. Baker says, noting that the expected 6.5 million units total "indicates a good com-



parative standing with previous years. It is an indication that radio has been making a satisfactory adjustment to the expansion of television."

In addition to advances underway and increased production in the germanium (and transistor) field, general radio communication equipment and military electronics, Dr. Baker cites marked progress in electronic tubes. Among his predictions in the tube field: First use in 1955 of an improved electrostatic gun which he says will "lower black-and-white picture tube costs while retaining the performance of the more expensive electromagnetic tube now in general use."

In industrial and transmitting tubes, GE plans commercial production of image orthicons and vidicons; ceramic lighthouse transmitting tube line with improved performance at higher frequencies; use of 15-kw klystrons in multiple to provide powers of 45 kw at uhf frequencies; new 25-kw transmitting tube, used in GE's 50-kw transmitter, to provide marked vhf power increases. Still other improvements in GE's tube line are listed.

Research by GE in 1955, as compiled by Dr. Baker, who notes the advancement of the electronic industry depends on development of solid-state devices and applications of information theory, will include completion of automation equipment to assemble electric components onto printed wiring boards, and four tube development programs, to be supplemented by 8-10 more applied research programs covering development of high-power klystrons, microwave receiving tubes and microwave oscillators.

Home Market Sets Plans

TENTATIVE plans for the International Home Furnishings Market at Chicago's Merchandise Mart Jan. 3-14 have been announced. Feature of the first week will be an all-appliance conference, with radio, tv and other manufacturing representatives on the panel. Participants will be announced later. Newest radio-tv receivers will be introduced at the market and industry leaders will summarize business trends in various lines.

Tv Receiver 'Banner Year' Foreseen by DuMont's Kelley

PREDICTION that 1955 will be "a banner year" for the DuMont Tv Receiver Division was expressed last week by William H. Kelley, vice president in charge of marketing, Allen B. DuMont Labs, in a statement calling 1954 "the greatest sales year from a unit sales standpoint" in its receiver history.

Mr. Kelley observed DuMont's 1954 receiver sales were 5% above those of 1950, which he described as "the industry's top year" and that receiver sales of other manufacturers together declined an average of 3½% compared with 1950. Mr. Kelley reported the sales were 7% above 1953.

DuMont's position on color at the year's end remains "unchanged," Mr. Kelley said, adding the company will not go into excessive production until manufacturing costs can be reduced to a point where color receivers are realistically priced.

Color Tv Still in Lab Stage, Set Makers Say

COLOR TV still is commercially in the labratory stage and will develop slowly in 1955, while monochrome tv and radio set production will remain highly competitive and perhaps slacken off next year. This was the gist of yearend statements by the presidents of two leading Chicago electronics firms—Ross Siragusa of Admiral Corp. and Raymond W. Durst of Hallicrafters Co.

Mr. Siragusa reported 1954 tv receiver sales were higher than anticipated a year ago and said it may approach a "new record." He expressed the belief that black-and-white tv sales will drop slightly in 1955 to 6.5 million sets, that 100,000-200,000 color units will be sold in the industry and that radio sales would exceed 10 million next year. He added Admiral is not yet satisfied with present color tubes. "First, they are too complex, second,

GENERAL ELECTRIC's five-bay helical antenna is loaded on a truck on its way to WILK-TV Wilkes-Barre, Pa. Checking the shipment are Charles J. Simon (l), broadcast equipment product planning manager, and Frank P. Barnes, broadcast equipment manager of marketing. The antenna, coupled with a new GE 45 kw transmitter being shipped this month, will enable the ch. 34 station to increase to one million watts. Target date for the first telecast with the new power is Jan. 1. The antenna has a gain of 25 and was designed to handle 60 kw input from the transmitter.

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they are round and cumbersome instead of rectangular. Lastly," he said, "the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately $50 to $60."

Mr. Durst reported Hallicrafters production and planning are geared to "actual market requirements and realistic projections for the future." He said his firm's figures reflect a "much stronger television market than existed in the recession of last year." As for color, he stated, ". . . we think that commercially it is still on the laboratory palette and not yet on the consumer's canvas. Much work is yet to be done to perfect color tubes and receivers to the point where they will be available to the public at prices suitable to the mass market. This goal will be reached when we can offer a 21-inch screen in the $500 range. We don't think it can be done much before the end of 1955 or early 1956. However, if research advances more quickly, we'll be ready sooner."

Spokesmen for a third firm, Motorola Inc., reported the company is proceeding slowly, based on revised estimates of last September, with overall prospects of some 15,000 sets by the year's end production-wise.

Mintz Predicts 50% Rise In 1955 CBS-Columbia Sales

SEYMOUR MINTZ, president of CBS-Columbia, television and receiver manufacturing division of CBS, reported that in 1954 CBS-Columbia registered "widespread gains in its drive for industry position" and that in 1955 the company expected to increase its over-all sales volume by "at least 50%" and to increase its present industry position "substantially."

"Generally, we can expect industry sales of over six million black-and-white receivers [in 1955], 300,000 color receiving units and movement of more than six million home radio receivers," Mr. Mintz declared. "The outstanding news in the television industry in 1955 will be the advances made in color television."

Dage Readies Color Camera

PRODUCTION of its 3V color film camera is scheduled to get underway before the end of this month, Thompson Products Inc.'s Dage Tv Div., Michigan City, Ind., has announced. Two orders for the camera had been received as of Dec. 20, the company said, stressing the "excellent quality" and reasonable prices of its equipment. The company also provides a "complete line of accessories," the announcement said.

MANUFACTURING PEOPLE

William S. Thompson, formerly owner-manager, Nautical Radio Supply Co., Newport Beach, Calif., appointed manager, Los Angeles branch store of Gates Radio Co., Quincy, Ill., succeeding **Robert Kuhl,** who has been promoted to position in Quincy sales office.

James E. Madden, regional sales manager, Emerson Radio & Phonograph Corp., N. Y., to Motorola Inc., Chicago, in same capacity, covering portions of Texas, Oklahoma and Louisiana.

Harold M. Zimmerman, head of engineering products procurement, RCA, N. Y., to CBS-Columbia, Long Island City, N. Y., as purchasing agent for government operations.

ABRAMS PROPOSES FCC CABINET RANK

Emerson Radio & Phonograph president, in awarding seventh $10,000 educational grant to KETC (TV) St. Louis, also asks annual $1 million federal appropriation for educational tv.

AN ANNUAL $1 million federal appropriation for educational tv and an FCC with Cabinet rank were proposed last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

Mr. Abrams' proposals were made in his talk Monday on KETC (TV) St. Louis, to which he presented $10,000 for having qualified as the seventh educational tv station in the U. S. to commence operations. Mr. Abrams, under the Emerson Educational Television Grant, is awarding $10,000 to each of the first 10 educational tv stations to go on the air.

Pointing up educational tv as having far-reaching and constructive effect upon the welfare of the people, Mr. Abrams noted that the government is spending billions of dollars yearly for defense. Thus, he said, a $1 million yearly allotment to educational tv "would hardly be felt in our budget and would have immeasurable results in raising the cultural and educational levels of the American people."

Mr. Abrams said that in a short period of time communications have become a vital and integral part of day-to-day life in the U. S., and "certainly, these media [radio-tv], coupled with the telephone and telegraph, are of sufficient importance for us to provide greater prestige and greater latitude for operating to the agency charged with their supervision."

Thus, he recommended the elevation of FCC to the President's Cabinet and the appointment of a Secretary of Communications.

Referring to the Dept. of Agriculture, which is of Cabinet rank, Mr. Abrams asked: "Who is to say that feeding the minds of the people is not as important as filling their stomachs?"

Minderman Named Exec. V.P. By D. C. Educational Tv Unit

EARL MINDERMAN, field liaison officer of the National Citizen's Committee for Educational Television, has been elected executive vice president of the Greater Washington (D. C.) Educational Television Assn., according to an announcement from Dean Martin A. Mason, chairman of the association's board of trustees. Prior to his joining NCCET two years ago, Mr. Minderman was assistant to the chairman of the FCC. The Greater Washington Educational Television Assn. was organized under Mr. Minderman's leadership in 1953 and now consists of five universities, eight school systems, nine cultural institutions and an advisory council composed of 80 civic and professional groups.

MR. MINDERMAN

Auspicious Beginning

A COMPLIMENT that would have pleased any professional announcer has been received by Jack Phibbs, a U. of Denver junior studying radio. Last October, over the college radio station 24-year-old Phibbs interviewed Sir Alexander Grantham, British governor and commander-in-chief of Hong Kong, who was in Denver lecturing on the importance of Hong Kong to the free world.

When he returned to the Far East, Sir Alexander discussed his U. S. tour with AP correspondents in Hong Kong and said, "The best interviewer among the many I have encountered was a young U. of Denver student. . . . The lad asked the most comprehensive questions and showed the greatest alertness and resourcefulness in developing a subject in question-and-answer conversation."

Something that Sir Alexander didn't know was that he was the subject of student Phibbs' very first interview.

Natl. Audience Board Takes Initial Steps in Tv Study

THE NEW National Audience Board has accomplished three initial steps in its proposed mass survey of the public's wishes concerning tv programming, according to Mrs. Florence Thalheimer, California committee chairman.

Meetings have been held this month between NAB members and Earl J. Hudson, vice president in charge of ABC Western Div.; Amos Baron, general manager, KABC-TV Los Angeles, and William Whitley, director of public affairs and special events, and George Moscovics, manager of tv development, both Columbia Television Pacific Network.

Reporting that tv officials are highly enthusiastic, Mrs. Thalheimer revealed that some of the questions for the survey have already been decided upon, and that discussions are continuing on how NAB and tv executives can best solve the problem of reviewing new video programs.

NAB has not been formed as a censorship board, she emphasized. "We want to find out what type of programs people want, what hours they watch regularly and if tv is a family affair. We are not conducting a popularity poll of individual programs, though," she declared.

The new group was inaugurated last month [B•T, Nov. 15] with Peter Goelet, founder of WGNY Newburgh, N. Y., as national chairman.

U. of Dayton Sets Tv Credits

COURSES in television production will be offered by the U. of Dayton, Ohio, starting with second semester classes, which begin Feb. 7, according to Very Rev. Andrew L. Seebold, S.M., president of the university. The courses are titled "Basic Television" and "Television Problems" and will carry three and four credits, respectively. Students taking the latter course will assist in producing programs for the Dayton Educational Television Foundation, of which UD is a charter member, the announcement said.

WHAT'S A 'DOODL-LI-BOOP'?

WNEW New York's early morning disc m.c. team of Gene Klavan and Dee Finch conducted a contest to find out what a "doodl-li-boop" is and at the same time solicit funds for the Children's Aid Society. When the disc m.c.s played a new recording, "Santa and the Doodl-li-boop," listeners phoned and wrote asking what the expression meant. Messrs. Klavan and Finch then invited listeners to send letters describing a "doodl-li-boop," along with a contribution for the society. The writer of the best letter received a Christmas tree which was installed personally by the disc. m.c.s and gifts including a color tv set, a mink stole, electric trains and a doll house.

WCBS PROGRAM SHIFT

IN A MOVE designed to strengthen its program schedule, WCBS New York has shifted *This Is New York* from its 9-9:30 p.m. period to 11:30 p.m.-midnight, and expanded the *Bob Haymes Show* from 45 minutes to an hour and 15 minutes (8:15-9:30 a.m.). Both programs are on WCBS Monday through Saturday. According to Carl Ward, WCBS general manager, the change will allow Bill Leonard of *This Is New York* more flexibility in the station's coverage of local events and extend Mr. Haymes' time on the air to a total of 9 hours and 45 minutes each week, including his Mon.-Fri. 10:30-11 p.m. *Melody in the Night* program.

WBSC MAKES HISTORY

WBSC Bennettsville, S. C., claims to have made history last month by broadcasting a football game between two Negro high schools for the first time in its area and most of the Carolinas. The occasion was homecoming for the local Marlboro County Training & High School, which played Tomlinson High of Kingstree, S. C. The broadcast capped six weeks of planning and effort on the part of school officials. The cost of the airing was split between one Negro and three white commercial sponsors. WBSC, which ordinarily programs two hours of Negro-appeal music daily, hopes the event will encourage increased public service and improved relations between the races.

AUTOCADE ON KXLY-TV

AUTOCADE introducing 1955 model automobiles to the public was staged by KXLY-TV Spokane, Wash. Through the cooperation of the police department, which roped off a block in front of the station's studios, KXLY-TV displayed the cars in an hour and one-half show.

'STUDENTS FROM AFAR'

STUDENTS From Afar, a program designed to promote international understanding through a better appreciation of the customs, folk music, arts and crafts of various foreign nations, is being presented on alternate Sundays by WKAR-TV East Lansing, Mich., educational outlet of Michigan State College. The series features the most interesting foreign students residing at the school, including persons from Europe, South America, the Far East and Africa. The programs include such presentations as a Hindu wedding ceremony, a Japanese flower arrangement, South American dances and songs, a Chinese painting, folk songs and dances from Arab nations and African music. Students furnish art objects, clothing and other items from their respective countries, briefly discuss them and their countries, and also mention what they are doing as students in America.

SOMETHING FOR EVERYONE

NEW SERIES of Sunday evening programs, *Scope,* "to offer something for everyone," has been started on the Canadian Broadcasting Corp. tv network. The programs will vary in length from one hour to 90 minutes and will not adhere to any one theme, but present a

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

Jan. 5 (10-11 p.m.): *Best of Broadway,* "Arsenic And Old Lace", Westinghouse Electric Co. through McCann-Erickson.

Jan. 8 (9:30-10 p.m.): *My Favorite Husband,* Simmons Co. through Young & Rubicam.

Jan. 10 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Home Products Corp. through Biow Co.

Jan. 11 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Cigarette & Cigar Co. through Sullivan, Stauffer, Colwell & Bayles.

Jan. 12 (7:30-7:45 p.m.): *Doug Edwards & the News,* Appliance & Electronics Div. of Avco Mfg. Corp. through Earl Ludgin & Co.

Jan. 15 (12-1 p.m.): *Big Top,* National Dairy Products Corp. through N. W. Ayer & Son.

Jan. 20 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 28 & Dec. 30 (11 a.m.-noon): *Home,* 9-minute cooking spot. Participating sponsors.

Dec. 30 (9:30-10 p.m.): *Ford Theatre,* "The Unbroken Promise," Ford Motor Co. through J. Walter Thompson Co.

Jan. 2 (7:30-9 p.m.): *Max Liebman Presents,* "Good Time," Sunbeam Corp. through Perrin-Paus Co.; Hazel Bishop Inc. through Raymond Spector Co.

Jan. 5 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 10 (8-9:30 p.m.): *Producer's Showcase,* "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

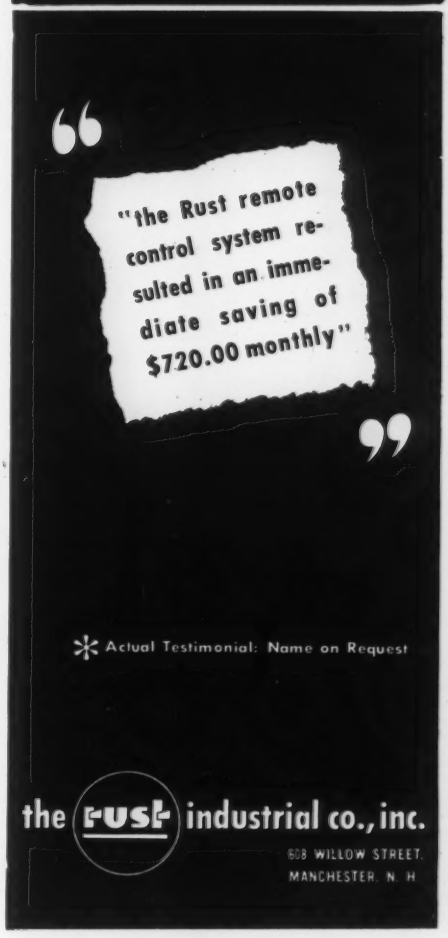
Jan. 12 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 15 (9-10:30 p.m.): *Max Liebman Presents,* "Naughty Marietta," Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

Jan. 19 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

BMI
"Pin Up" Hit
HEARTS OF STONE
RECORDED BY
FONTANE SISTERS . . . . . Dot
THE GOOFERS . . . . . Coral
VICKI YOUNG . . . . . Capitol
THE CHARMS . . . . . King
RED FOLEY . . . . . Decca
RUBY WELLS . . . . . Victor
LOUIS INNIS . . . . . King
RUBY GRAY . . . . . Capitol
THE JEWELS . . . . . R & B
McGUIRE SISTERS . . . . . Coral
PUBLISHED BY
REGENT MUSIC CORP.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL


"the Rust remote control system resulted in an immediate saving of $720.00 monthly"
* Actual Testimonial: Name on Request
the Rust industrial co., inc.
608 WILLOW STREET,
MANCHESTER, N. H.

wide range of subject material in varied forms, some of which will be experimental. The series will include drama, music, dance, documentary reporting and other communicative forms. The first program was devoted to a new Canadian musical comedy written for tv, based on Stephen Leacock's "Sunshine Sketches." Tchaikovsky's "Nutcracker Suite" will be danced by the National Ballet of Canada this week. Early in January there will be a forecast of things to come as seen from the year 2055. Other programs planned will deal with the invention of the telephone, art gallery highlights and opera and dramatic productions.

WBS SALES KIT

SALES presentation kit promoting a new series of across-the-board musical radio shows produced by World Broadcasting System, New York, has been sent to more than 1,000 World subscribers. The programs offer 111 spot availabilities to advertisers. The shows are: *Music Coast to Coast, Passport to Daydreams, Guess Who, Guess What, Song and the Star, The Three Suns* and *Blackwood Brothers Quartet.* Each broadside in the kit is tailored to the program it describes, pointing up the format of the show and explaining the advantages of using the program.

'START THE DAY RIGHT'

COINCIDENT with Joe McCauley's taking over the *Start the Day Right* show on WIP Philadelphia, 100,000 flyers were distributed to listeners, stating "Start the Day right . . . Brush your teeth . . . Bathe . . . Shave . . . Dress neatly . . . Eat a good breakfast . . . Kiss your wife (or husband) goodbye . . . and while you're doing all these things you'll feel better if you listen to Joe McCauley, 6 to 9 a.m., Monday through Saturday, WIP."

JWT CANADIAN MARKET SURVEY

BOOKLET on Canadian market groups has been prepared by J. Walter Thompson Co., Ltd., international advertising agency of Toronto. The survey covers 81 main advertising markets, divided into four main groups based on population. For each market the tables in the report list the total population, percentage of change between 1941 and 1951 and details on retail sales and homes, etc., based on the 1951 Canadian census. The survey points out that the areas of Montreal, Toronto, Vancouver, Winnipeg, Ottawa, Quebec and Hamilton produce 38.3% of the total retail sales in Canada and that they have 30% of the total population and 28% of its retail stores.

Something for the Boys

CHRISTMAS PARTY on behalf of Boys Town of Missouri's 1955 operating fund was staged Dec. 18 by KMOX St. Louis, its listeners and the city's food brokerage and manufacturing industry.

The party brought in a year's supply of groceries, merchandise and personal gifts for the 55 boys in the community. KMOX listeners contributed over $2,000 and gifts for the boys; the St. Louis Assn. of Manufacturers' Representatives turned over their Christmas fund to the cause, and the food brokers, manufacturers' representatives and retail grocery chains delivered over 300 cases of groceries and merchandise. Business women's organizations packaged cookies, candies and wearing apparel for the occasion. Parts of the Christmas party, which will become an annual event, were broadcast by KMOX.

GENE WILKEY, general manager of KMOX St. Louis, announces that the station and the food industry people will unite to make the Boys Town Christmas party an annual event.

WTCN-TV FLYERS

FLYERS billing several programs and personalities have been sent to advertisers and agencies by WTCN-TV Minneapolis-St. Paul. The sheets, each a different color, carry sketches appropriate with the programs and personalities, such as the one for *Relax*—"Music, Music, Music with Dean Holmes"—showing soft music floating from a tv set and a limp woman and prone dog overcome by it. Another flyer says "Everyone wants to see more of *Sheriff Sev*" and reports when Sheriff Sev made a recent public appearance, 1,400 youngsters turned out to see him. Wes Lollie and the Southern Playboys, a western and folk music band of *Bar G Jamboree,* are billed on the other sheet.

'MEET ME AT THE COPA'

CELEBRITY-INTERVIEW show titled *Meet Me at the Copa,* originating from New York's Copacabana night club, will be telecast by WATV (TV) Newark, N. J., starting in January. The show, scheduled for the 10:30-11:30 p.m. time period, will include segments of regular Copacabana shows and interviews with guests in the nightclub's lounge and will be conducted by Bill Williams, disc m.c. of WNEW New York. *Meet Me at the Copa* was created by Jules Podel, president of the nightclub, in cooperation with Advertisers Associates of America, and is designed for participating sponsorship.

WRCA FARMER'S DAUGHTER

RADIO-TV editors in New York were visited Dec. 10 by Phil Alampi, WRCA-AM-TV New York farm and garden editor, and Shirley Downs of Riverhead, L. I., N. Y., who was crowned "WRCA's Favorite Farmer's Daughter" Dec. 4 at the New Jersey Mid-Atlantic Farm Show in Atlantic City. Miss Downs triumphed over 435 entrants and received $1,000 worth of prizes in a contest launched by Mr. Alampi, who contends "farm girls are healthier and more beautiful than city girls—they make better wives, better cooks and better housekeepers." While visiting the editors, Miss Downs presented them vegetables grown on her father's Long Island farm.

KNX BABY SITTER

INCLUDED among the prizes in the current letter-writing contest on KNX Hollywood's *Matinee* program are the services of host-m.c. Johnny Jacobs as baby sitter. Contestants, who must submit essays on "Why I Want a Baby Sitter," receive the services of Mr. Jacobs, together with a Rheem-Wedgewood clothes dryer and trip for two to Las Vegas, Nev., should they win.

'MAYOR' PROMOTION SUCCESSFUL

ESTIMATING the worth of free radio, tv and newspaper publicity accorded Thomas Mitchell on his recent tour of eastern cities at $250,000, Mickey Gross, in charge of publicity for Gross-Krasne Inc. and United Television Programs Inc., declared the full scale exploitation tour to promote *Mayor of the Town* was successful beyond expectations. Mr. Mitchell visited more than 2,000 U. S. mayors and participated in many civic functions in much the manner of motion picture exploitation, according to Mr. Gross. *Mayor of the Town* has pre-release sales in excess of $600,000.

TEX BENEKE ON WCAU-TV

TEX BENEKE and his orchestra have been signed by WCAU-TV Philadelphia to stage "The Tex Beneke New Year's Eve Dancing Party" from the station's studios. The program will be aired from 11:30 p.m. to 3:30 a.m. and Mr. Beneke and his orchestra will welcome the New Year by playing nearly three hours of all-time popular favorites. Through a special arrangement with the USO, a group of 50 servicemen and 50 USO hostesses will be present at the event as guests of WCAU-TV.

Midwest
$30,000.00

Fulltime 250 watt single station market. Combination operation. Network bonus. Presently absentee ownership. Needs owner-operator. Terms $10,000.00, balance out over four or five years.

East
$95,000.00

Fulltime network operation located in one of the richest medium sized markets in the Carolinas. Good financing available to capable buyer who will personally operate this property.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Shoreham Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-3670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8871
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

IF YOU DESIRE
TO JOIN
THESE
SERVICE DIRECTORY
ADVERTISERS

contact
BROADCASTING ● TELECASTING
1735 DeSales St. N.W.
Washington 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager-salesman for southern one kw. Salary and percentage basis. Opening January 25. Box 670F, B•T.

Here is an opportunity for successful small station commercial manager familiar with southern markets. Fulltime station in growing market offers good salary and commission in one of the south's finest resorts. All correspondence confidential. If possible include picture with resume. Box 685F, B•T.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Wanted: Salesman. Big pay, big commission. Rush resume. Box 711F, B•T.

WANT TO BUY METROPOLITAN MARKET RADIO STATIONS

We are willing to pay all cash, are not concerned about power, not interested in frequency, do not demand network, but in return for these concessions, are only interested in metropolitan properties at rock bottom prices.

BOX 601F, B. T.

RADIO

Help Wanted—(Cont'd)

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Go-getting, promotion minded, progressive, active independent radio station in Minneapolis-St. Paul wants experienced radio time salesman with ideas and imagination. Stable owner management. Guarantee against high commission rate. Only high caliber, clean, sober, permanent men with drive and proven record need apply. Contact Mr. Beam, WPBC.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer southeastern kilowatt independent. Experienced capable board operator. Car preferable but not required. Picture, audition, resume. Material will be returned. Box 665F, B•T.

Wanted: Announcer in southwest. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have car. Box 709F, B•T.

Wanted: Announcer and engineer, first phone. Big pay, rush resume. Box 712F, B•T.

Disc jockey. Must have proven success record as DJ, in a competitive market. A real opportunity awaits the man who can deliver. 5kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Tv experience helpful but not essential. Confidential. Box 721F, B•T.

Minnesota station needs play-by-play sports announcer. Top salary. Opportunity to earn extra money selling time. Box 727F, B•T.

Air salesman wanted—not just a golden-toned announcer—for top Hooper-rated 5,000 watt ABC affiliate in six-station Mobile market. We feature news, music (all pops—no race, no hillbilly) and sports. Scale for experienced man, $82.50 per week; time and half for OT. Personal contact preferred or address resume and photo to D. H. Long, General Manager, WABB, Mobile, Alabama.

Combo-man, 1st phone, announcing emphasized, 48 hour week, excellent working conditions, daytimer, $75.00 per week. call or write Warren Hewitt, WBBA, Pittsfield, Illinois.

Announcer wanted immediately. Must have natural friendly voice and who can really sell on the air. Do smooth record shows and all-around radio. Combo job, permit preferred. Small, good town. Send tape, pix and full information. WBRT, Bardstown, Kentucky.

Wanted—wakeup man with ability to ad tapes. Call 5-8821, WTUX, Wilmington, Del.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Need two licensed operators—no announcing—no experience necessary. Wisconsin. Box 625F, B•T.

Engineer-announcer with first class ticket. Must be capable maintenance man and technician, and a reasonably good straight announcer. Good salary. Box 631F, B•T.

RADIO

Help Wanted—(Cont'd)

Wanted: Chief, combo, send tape, references and desired salary. Permanent. Address replies care of Box 683F, B•T.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Production-Programming, Others

Continuity writer—production assistant wanted for am-tv station in midwest city of 100,000. This is one of the nation's most successful operations and only qualified applicants will be considered. Send copy samples, biography, photograph and references in first letter. Box 654F, B•T.

Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Middle Atlantic states. Box 667F, B•T.

Wanted: Girl for traffic, continuity as well as generalized secretarial duties with similar experience in small town radio station. Fine chance for advancement with large organization. Eastern states. Box 668F, B•T.

Newsman. Experienced in all phases—including local reporting; authoritative air presentation on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. Box 722F, B•T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Must have successful background in similar capacity. Newspaper layout experience helpful. Give full particulars, including salary expected, in first letter. Box 723F, B•T.

NBC station needs experienced copywriter immediately. KSYL, Alexandria, Louisiana.

Program director—Good all-around radio person with real good voice with "sell appeal." Thousand watt daytime in small, good town. Want immediately. Send tape, pix, background and complete information. WBRT, Bardstown, Kentucky.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts full-time. WCOJ, Coatesville, Pa., 2100.

Situations Wanted

Managerial

General manager—over 20 years radio experience—two years tv. Excellent references. Box 639F, B•T.

Manager-sales manager . . . over 20 years experience in all phases radio and television. Local, regional, national experience. Strong sales background. Relocation desired. Box 664F, B•T.

Mature, sales-conscious PD interested in management opportunity. Successful station-operations experience. Box 704F, B•T.

General manager—one or two station market, southeast. Experienced, sober, family, college. Box 724F, B•T.

Have sales experience in radio and television. Desire to return to radio in sales or managerial capacity. Can furnish proof of success in either media. Young and have family. Box 714F, B•T.

Announcers

Experienced staff man, DJ, news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Disc jockey—announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

Announcer. 5½ years radio. Desire radio-tv opportunity. Married. Vet. Permanent. Box 691F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, DJ. Seven years experience. Available now. Consider all. Box 693F, B•T.

Staff announcer—Florida, Georgia. Operate board, news, DJ. Selling, bookkeeping experience. Box 696F, B•T.

Announcer: Five years experience; seeks permanent position with progressive station; DJ, board, news, sports; immediately available. Box 700F, B•T.

Announcer—4 years experience in DJ work, news, and sports play-by-play. Prefer midwest. Box 703F, B•T.

Staff announcer. Married, vet. Two years AFR. One year commercial radio. Six months experience salesman. References. Box 710F, B•T.

Announcer, now employed 1kw, strong on news and commercials, ready to move up to am or tv station metropolitan area. Box 713F, B•T.

Announcer—dee jay. Five years experience. Wants large market northeast location. Box 720F, B•T.

Announcer, experience as program director wishes location in Wisconsin. Twenty-nine years of age, five years radio. Available immediately. Call or write Gene Books, 1808 Summit Street, Eau Claire, Wisconsin.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Engineer: Have first phone license, age 22, married, vet. Call Tchula Hdwe. or write Harold Harris, Route 1, Box 126, Tchula, Mississippi.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Director—Director-announcer. Wide experience producing-directing all types programs. Complete radio-tv announcing background. Six years college. Vet. Midwest. Box 643F, B•T.

Newscaster—staff on the side. Where experience is appreciated. $75. Box 690F, B•T.

PD-morning announcer. Also was night news editor 5kw CBS affiliate. Veteran. Married. Permanent. Tape. Photo, resume, references. Available immediately. Box 692F, B•T.

Attention new stations—Program director-chief engineer available. Capable and experienced both announcing and engineering. First class license. Also good copywriter. Can help you cut staff costs and make profit. Box 694, B•T.

News reporter, rewrite, announcer, board, copy. 11 years am experience. State salary as locale may decide. Box 702F, B•T.

Thoroughly experienced program manager immediately available for similar supervisory position. Box 705F, B•T.

Newsman seeks spot midwestern station. B.S. radio journalism 1952, some experience, veteran. Box 719F, B•T.

Copy, continuity. Midwestern graduate. Young college journalism student. Talent, prompt, conscientious. Anxious for start. Box 726F, B•T.

TELEVISION

Help Wanted

Announcer

Announcer wanted for one of the naiton's foremost tv-am operations in midwest city of 100,000. Only qualified applicants need reply with audition disc or tape, photograph, biography and references. Box 681F, B•T.

Technical

Do you want to settle in Vermont? Transmitter-man in good physical health who likes skiing, has a reputation for reliability, wanted for operation of GE transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. S. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Wanted—Established midwest vh station looking for female continuity writer, send photo and complete resume to Box 695F, B•T.

Need experienced director looking for chance to learn sales in network market—VHF. Prefer applicant from south, southwest. Send complete information, including salary desired. Personal interview necessary before hiring. Box 698F, B•T.

Situations Wanted

Managerial

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 706F, B•T.

Sales manager available. Two years experience as sales manager of vhf station. Have experience in national, regional and local sales. Young, married, children. Desire midwest but will consider other areas. Box 715F, B•9.

Manager. 2 years tv, 10 years radio. Presently managing vhf, primary market. Experienced in sales, administration, programming, labor-relations, film buying, networks. Family man, college graduate, veteran. Active in community. Reason for leaving is confidential, will explain. Box 717F, B•T.

Announcer

Television announcer-producer. Exceptional talent, outstanding background. **Eleven years radio-**tv experience. Top-notch emcee, smooth selling personality. Resourceful producer-director, finest professional recommendations, college education, family man. Resume, photo, interview. Box 638F, B•T.

Tv announcer, director, production supervisor, eight years experience, excellent references. Box 645F, B•T.

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Television

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director, over two years experience, television, radio. Desire assistant program directorship or similar position in east. Box 699F, B•T.

Experienced PD put television station on air, into black. Seeking larger market. Immediate availability. Best references. College education Box 707F, B•T.

Experienced tv continuity director desires major market. Six years experience. Box 708F, B•T.

Telethon producer—representative seeking future. 6½ years all phases of tv production, administration, promotion. College, married, excellent references. Will travel. Box 716F, B•T.

For Sale

Stations

250 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 632F, B•T.

Southern one kw station operating in the black with modern building and good equipment. Price $30,000, with $15,000 down. Box 669F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale: Federal type 191A, one kilowatt, fm transmitter and General Electric type BM1A fm station monitor. Very good condition. F.O.B. Western Pennsylvania. Box 637F, B•T.

Have 250 uhf transmitter, hand-built by top engineers, with finest material, at moderate price. Ideal for satellite and booster operation. Box 725F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Two RCA MI-4875-G Universal pickups complete with filters and extra head. All $175.00. WDBL, Springfield, Tenn.

RCA TF5A 5 bay antenna for channels 4-5-6. This antenna complete in every detail including de-icer equipment. Available now. Write or call Robert Sinnett, Station WHBF-TV, Rock Island, Illinois.

250 watt am transmitter, 540 feet of ¾ inch coaxial cable and 250 watt tuning unit, one half price. Radio Station WMNC, Morgantown, N. C.

Presto 75A cutter, 87B amp. Good condition. New price $775.00; sell $450.00. Central Recording Studios, 934 Kansas, Topeka, Kansas.

(Continued on next page)

PROSPECTIVE TV BROADCASTERS
$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT
*** TRANSMITTER (RCA TT-5A)**
*** TOWER (558' SELF-SUPPORTING)**
***All in Orginal Packing and Ready for Immediate Shipment**
*** LINE & LIGHTING EQUIPMENT**
WIRE, Indianapolis, Ind.

For Sale—(Cont'd)

Equipment

Community tv antenna svc. In 2 fringe area cities in Oregon. For small fee subscribers get full tv reception including color. Low upkeep, good future here. Low, low price. #21117-A, Ford, 6425 Hollywood Blvd., Los Angeles 28, Calif.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 718F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted to buy frequency monitor and 250 or 500 watt transmitter. Box 697F, B•T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 701F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

For Sale

Equipment

USED

1KW TRANSMITTER

We have taken in on trade a Collins 20-T Transmitter. This is the large deluxe two-cabinet unit, in practically new condition. Sold for around $8000.00 new. Price tuned to frequency, with used tubes, $4500.00—We will also have near the end of January a Raytheon RA-1000 1kw transmitter taken in on trade. Price with tubes and tuned to frequency $3750.00: or as is, directly off of broadcaster's floor $3400.00. Write, wire or phone: Larry Cervone, Gates Radio Company, Quincy, Illinois.

TOWERS
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Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

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We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

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CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
December 16 through December 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,670	2,647	125	161	76
Fm	554	535	28	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	294	116	410
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	942	337	729	531	1,261[2]
Educational	56		28	28	56[3]
Total	998	337	757	559	1,317[4]

[1] One hundred-fourteen CPs (21 vhf, 93 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Hilo, Hawaii—Hawaiian Bcstg. System Ltd. (KHBC Hilo, KGMB-AM-TV Honolulu), vhf ch. 9 (186-192 mc); ERP 2.12 kw visual, 1.05 kw aural; antenna height above average terrain minus 302 ft., above ground 258 ft. Estimated construction cost $33,035, first year operating cost $9,360, revenue $40,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapiolani Blvd., Honolulu. Transmitter location Piihonua Rd., near Hilo. Geographic coordinates 19° 43′ 00″ N. Lat., 155° 08′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall**; Vice Pres.-General Manager **C. Richard Evans**; Treas. **K. C. Wong**, and Vice Pres.-Sec. **Elmer R. Davis.** Programs will originate in KGMB-TV studios. This is second satellite bid by applicant, the other being for ch. 3 at Wailuku. Filed Dec. 15.

Roseburg, Ore.—South West Oregon Tv Bcstg. Corp., vhf ch. 4 (66-72 mc); ERP 5.21 kw visual, 2.6 kw aural; antenna height above average terrain 740 ft., above ground 242 ft. Estimated construction cost $100,449, first year operating cost $48,000, revenue $60,000. Post office address 1500 Harvard, Roseburg. Studio and transmitter location 2 miles SW from City Center, Roseburg. Geographic coordinates 43° 11′ 58″ N. Lat., 123° 22′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Alvin H. Barnard, Eugene, Ore. Principals include Pres. **Noble B. Goettel** (29%), owner of wholesale supply house; Vice Pres. **John T. Pierce** (15%), and **Eugene Tv Inc.,** operator of KVAL-TV Eugene (51%). Filed Dec. 14.

APPLICATION DISMISSED

Pittsburgh, Pa.—Westinghouse Bcstg. Co. FCC Comr. John C. Doerfer granted petition to dismiss its bid for new tv station on ch. 11. Dismissed Dec. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

WSFA-TV Montgomery, Ala.—Montgomery Bcstg. Co. granted STA to operate commercially on ch. 12 for the period ending Jan. 15. Granted Dec. 14; announced Dec. 21.

WTHS-TV Miami, Fla.—Lindsey Hopkins School granted mod. of CP for noncommercial educational ch. 2 to change ERP to 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 280 ft. Granted Dec. 14; announced Dec. 21.

WGBS-TV Miami, Fla.—Storer Bcstg. Co. granted mod. of CP to specify ch. 23 (524-530 mc); ERP 191 kw visual, 95.5 kw aural; change studio location to 21st Street & Biscayne Blvd.; transmitter location to North side of Honeyhill Rd., 0.35 mile W of U. S. Route 441, near North Miami; antenna height above average terrain 970 ft. Granted Dec. 17; announced Dec. 21.

STATION DELETED

KFYO-TV Lubbock, Tex.—Globe News Pub. Co. granted request for cancellation of CP for ch. 5 and deletion of call letters. Deleted Dec. 14; announced Dec. 21.

APPLICATIONS

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. seeks mod. of CP for ch. 12 to change ERP to 63 kw visual, 33.7 kw aural. Filed Dec. 20.

WOPT (TV) Chicago, Ill.—WOPA-TV Inc. seeks mod. of CP for ch. 44 to change corporate name to WOPA Inc. Filed Dec. 20.

KSWS-TV Roswell, N. M.—John A. Barnett seeks mod. of CP for ch. 8 to change transmitter location to 2.5 miles S of U. S. Highway 380, near Caprock, N. M.; antenna height above average terrain 1,786 ft. Filed Dec. 20.

CALL LETTERS ASSIGNED

KWIK-TV Pocatello, Idaho — Eastern Idaho Bcstg. & Television Co., ch. 6. Changed from KISJ (TV).

KFJI-TV Klamath Falls, Ore.—KFJI Bcstrs., ch. 2.

KWTX-TV Waco, Tex.—KWTX Bcstg. Co., ch. 10.

KEPR-TV Pasco, Wash.—Cascade Bcstg. Co., ch. 19. Changed from KPKR-TV.

New Am Stations . . .

ACTIONS BY FCC

Tifton, Ga.—Charlie H. Parish Sr. and Charlie H. Parish Jr. d/b as Radio Tifton granted 1570 kc, 1 kw daytime. Post office address P. O. Box 92, Ft. Valley, Ga. Estimated construction cost $12,200, first year operation cost $35,000, revenue $40,000. Principals in general partnership include **Charlie H. Parish Jr.** (75%) and his father, **Charlie H. Parish Sr.** (25%). They are also equal partners in application for new am station at Columbus, Ga. Granted Dec. 15.

Dallas, Ore.—Edward C. McElroy Jr. and Leland M. Tucker d/b as Polk County Bcstrs. granted 1460 kc, 500 w daytime. Post office address 135 N.E. 79th Ave., Portland 16, Ore. Estimated construction cost $15,149.29, first year operating cost $24,000, revenue $30,000. Principals include **Edward C. McElroy Jr.**, engineer-announcer KGW Portland, Ore., vice president and general manager (49%); **Leland M. Tucker**, real estate salesman and service station owner, president (51%). Granted Dec. 15.

APPLICATIONS

Atlanta, Ga.—Greater South Bcstg. Co., 1460 kc, 1 kw daytime. Post office address 514 Luckie St., N. W., Atlanta. Estimated construction cost $29,643, first year operating cost $52,000, revenue $65,000. Principals include Pres. **P. H. Whitecraft** (19%), food manufacturer; Vice Pres. **Otis F. Simpson** (4.7%), wholesale meats; Sec.-Treas. **Geo. F. Estey** (14.2%), treasurer and stockholder of Southern Airways Inc., and 11 other local businessmen. Filed Dec. 20.

South Bend, Ind.—Northern Ind. Bcstrs. Inc. (WIMS-AM-FM Michigan City, Ind.), 1240 kc, 250 w unlimited. Post office address % William N. Udell, 413-15 Franklin St., Michigan City, Ind. Estimated construction cost $14,865, first year operating cost $60,000, revenue $66,000. Principals include Pres.-Treas. **William N. Udell** (60%), Vice Pres. **Florence A. Udell** (10%), and Sec. **Alonzo E. Udell** (30%). Filed Dec. 16.

Moses Lake, Wash.—Robert S. McCaw d/b as Central Basin Bcstg. Co., 1260 kc, 1 kw daytime. Post office address 6533 57th Ave., S., Seattle, Wash. Estimated construction cost $15,284, first year operating cost $42,000, revenue $50,000. Mr. McCaw is ⅓ owner KYAK Yakima and KALE-AM-FM Richland, both Washington, and owner of Chinook Tv Co., applicant for ch. 23 at Yakima. Filed Dec. 15.

Existing Am Stations . . .

ACTIONS BY FCC

KXXL Monterey, Calif.—S. A. Cisler granted mod. of CP to change transmitter location 1,000 ft. west of present location and to specify studio location at 546 Hartnell Plaza. Granted Dec. 15; announced Dec. 21.

WPLH Huntington, W. Va.—Huntington Bcstg. Corp. granted CP to change from 1450 kc 250 w unlimited to 1470 kc 5 kw daytime, subject to assuming responsibility for installation and adjustment of suitable filter circuits or other equipment which may be necessary to prevent radiation of WSAZ Huntington signal. Granted Dec. 15.

APPLICATIONS

WKKO Cocoa, Fla.—Carl G. Collins Jr., S. D. Wilson & Davis E. Wilson d/b as Brevard Bcstg. Co. seeks CP to change from 250 w to 1 kw on 860 kc. Filed Dec. 16.

WGBR Goldsboro, N. C. — Eastern Carolina Bcstg. Co. seeks CP to change daytime power from 1 kw to 5 kw on 1150 kc. Filed Dec. 15.

KWOR Worland, Wyo.—Joseph P. Ernst seeks CP to change from 1490 kc to 1340 kc. Filed Dec. 15.

Existing Fm Stations . . .

STATIONS DELETED

WWWB-FM Jasper, Ala.—Bankhead Bcstg. Co. granted request to cancel license of fm station on ch. 273. Deleted Dec. 16; announced Dec. 21.

WDWD-FM Dawson, Ga.—Dawson Bcstg. Co. granted request to cancel license of fm station on ch. 266. Deleted Dec. 16; announced Dec. 21.

KLUF-FM Galveston, Tex.—The KLUF Bcstg. Co. granted request to cancel license of fm station on ch. 295. Granted Dec. 16; announced Dec. 21.

Ownership Changes . . .

ACTIONS BY FCC

KXOC Chico, Calif.—KXOC Inc. granted assignment of license to parent company Broadmoor Bcstg. Corp. Granted Dec. 14; announced Dec. 21.

WMIE-TV Miami, Fla.—WMIE Inc. granted assignment of CP for ch. 27 to Storer Bcstg. Co. for $35,410. Granted Dec. 16.

WLOL Minneapolis, Minn.—Independent Bcstg. Co. granted assignment of license from Iowa corporation to Minnesota corporation of the same name. No consideration involved. Granted Dec. 14; announced Dec. 21.

WCKY Cincinnati, Ohio—L. B. Wilson Inc. granted involuntary transfer of control (76%) to Constance F. Wilson, George A. Smathers, and the Miami Beach First National Bank, executors of the estate of L. B. Wilson, deceased. Granted Dec. 16; announced Dec. 21.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Inc. granted assignment of CP for ch. 71 to its parent corporation the *Patriot News*. Granted Dec. 13; announced Dec. 21.

WHBT Harriman; WDEH Sweetwater, Tenn.—The Harriman Bcstg. Co. granted voluntary assignment to F. L. Crowder tr/as Harriman Bcstg. Co. No consideration involved as Mr. Crowder is sole owner. Granted Dec. 14; announced Dec. 21.

KENS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. granted assignment of license to parent corporation Express Pub. Co.. Granted Dec. 14; announced Dec. 21.

KILL Lubbock, Tex.—Grady Franklin Maples & R. B. McAllister d/b as McMa Agency granted voluntary assignment of license to Radio Station KILL Inc. No consideration involved as partners retain identical interest. Granted Dec. 16; announced Dec. 21.

APPLICATIONS

KNAC-TV Ft. Smith, Ark.—American Tv Co. seeks voluntary assignment of CP for ch. 5 to Southwestern Pub. Co. for $50,000. Southwestern is permittee of ch. 22 KFSA-TV there. Principals include Pres. **Donald C. Reynolds** (100%), pres.-majority stockholder KHBG Okmulgee, Okla., KBRS Springdale, Ark., KLRJ-TV Henderson, Nev., and KZTV (TV) Reno. Filed Dec. 20.

WLLH-AM-FM Lowell, Mass.—Merrimac Bcstg. Co. seeks voluntary relinquishment of control by Louis F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, through sale of all common stock and 10 shares of capital stock to corporation for $8,568. For principals see application below of WMAS-AM-FM Springfield, Mass. Filed Dec. 14.

WMAS-AM-FM Springfield, Mass.—WMAS Inc. seeks voluntary relinquishment of control by Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, through sale of all common stock and 10 shares of capital stock to corporation for $16,431. Principals will now include Pres. **Gerald Harrison** (10%); Vice Pres. **Carl S. Wheeler** (40%); Treas. **Josephine E. Bishop** (5%); Sec. **Arthur C. Sullivan** (10%), and **Janet Harrison** (10%). Filed Dec. 14.

WSAM-AM-FM Saginaw, Mich.—Saginaw Bcstg. Co. seeks voluntary assignment to WKMH Inc. for $140,000. WKMH Inc. is operator of WKMH-AM-FM Dearborn and WKMF Flint, both in Michigan. Principals include Pres. **Frederick A. Knorr** (⅓); Vice Pres. **Harvey H. Hansen** (⅓), and Sec.-Treas. **William H. McCoy** (⅓). Principals also have an equal interest in WKHM Jackson, applicant for ch. 10 at Parma, Mich. Filed Dec. 17.

KPBM Carlsbad, N. M.—Coronado Bcstg. Co. seeks transfer of control to Hazel H. McEvoy (57.1%), through transfer of 26.1% interest from estate of Maurice F. McEvoy. Filed Dec. 14.

KICA Clovis, N. M.—Hugh DeWitt Landis seeks voluntary assignment to KICA Inc. for $125,000. Principals include **Mae Strauss** (50%), Chicago manufacturers representative; Pres.-Treas. **Garfield C. Packard** (30%), vice pres.-gen. mgr. of Paul H. Raymer, radio-tv station representatives, and Sec. **Frank Lesley** (20%), accountant. Filed Dec. 20.

WGBB Freeport, N. Y.—Harry H. Carman seeks voluntary assignment to Long Island First Station Inc. for $95,000. Principals include **Moses Hornstein** (23.1%), general construction; **Oscar J. Nollet** (23.1%), general building construction; **Norman F. Penny** (23.1%), insurance; **A. G. Weller** (23.1%), bank president, and **Sidney Friedman** (7.6%), attorney. Filed Dec. 13.

WAYS-TV Charlotte, N. C.—WAYS-TV Inc. seeks transfer of control to Hugh Deadwyler through sale of all stock for $1 and assumption of obligation of about $150,000. Mr. Deadwyler is owner of local advertising agency and pres.-treas. of Filmakers Association Inc., producer of motion pictures. Filed Dec. 22.

WSRC Durham, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. seek voluntary assignment of license to John C. Greene Jr. through termination of partnership and splitting of assets. Mr. Whitesides receives WKMT Kings Mountain, N. C. Filed Dec. 14.

WKMT Kings Mountain, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. seeks assignment of license to R. H. Whitesides through termination of partnership and splitting of assets. Mr. Greene receives WSRC Durham, N. C. Filed Dec. 14.

WRAW Reading, Pa.—Reading Bstcg. Co. seeks voluntary relinquishment of negative control by James Hale Steinman through gift of 50 shares of stock to James Hale Steinman Foundation, charitable trust. Filed Dec. 13.

Hearing Cases . . .

OTHER ACTIONS

Florida Tv Channel Changes—As a result of counter proposals to proposed rule making of October 21, the Commission by Report and Order is modifying the authorization of WFTL-TV Fort Lauderdale, Fla., to specify operation on ch. 39 in lieu of ch. 23, is modifying the authorization of WMIE-TV Miami, to specify operation on ch. 23 instead of ch. 27, and is amending the table of tv assignments as follows: Belle Glade, ch. 27 plus; Fort Lauderdale, chs. 17 minus and 39; and Miami, chs. *2, 4, 7 minus, 10 plus, 23 minus and 33. Comrs. Hennock and Bartley dissented; Chairman McConnaughey not voting. Action Dec. 16.

WJKO Springfield, Mass.—Comr. John C. Doerfer granted petition for dismissal without prejudice of its application to change from 1600 kc, 5 kw daytime, directional to 1600 kc, 1 kw night, 5 kw day, unlimited, directional. Action Dec. 21.

Proposed Rule Making—The Commission proposed rule making to revise paragraphs 9(a) and 10 appearing in Section II-C of FCC Form 302 (tv license application) to reflect new requirements pertaining to upper side-band measurements and to out-of-band emissions of tv transmitters. Comments are due by Jan. 21, 1955. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments by Jan. 31, 1955, to proposed rule making prompted by the following conflicting petitions: (1) request by WROW-TV on ch. 41 at Albany, to assign ch. 10 to Vail Mills, about 20 miles northeast of Schenectady, for which it could apply; and (2) counter proposal by WTRI (TV) on ch. 35 at Albany, requesting de-intermixture of vhf and uhf commercial assignments in the Albany-Schenectady-Troy area by changing the educational reservation in Albany from ch. 17 to ch. 6, and that the General Electric Co. be ordered to show cause why latter's station WRGB (TV) should not be modified to specify operation on ch. 17 in lieu of ch. 6, and that the State Education Department, University of the State of New York, show cause why its station WTVZ (TV) should not change from ch. 17 to ch. 6. Comr. Hennock dissented; Chairman McConnaughey not voting. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments on or before Jan. 14, 1955, to further proposed rule making occasioned by two conflicting petitions—one filed by WCOC-TV Meridian, Miss., requesting assignment of tv ch. 7 to Pachuta, Miss., a community not now listed in the assignment table; and the other by WGCM Television Corp., Gulfport, Miss., requesting assignment of ch. 9 to Gulfport and substituting ch. 7 for ch. 9 at Hattiesburg, Miss. The initial proposal of Nov. 3 was on a petition by Laurel Television Co. to assign ch. 7 to Laurel, Miss. Comr. Hennock not voting. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments by Jan. 14, 1955, to proposed rule making to amend the tv table of assignments by substituting ch. 53 for ch. 14 in Annapolis, Md., and adding ch. 14 to Washington, D. C. The basic petition by WOOK-TV, ch. 50, Washington, D. C., also sought a show cause order to modify that station's authorization accordingly, but this was rejected. Chairman McConnaughey not voting. Action Dec. 16.

Tv Standards—Announced notice of proposed rule making to change minimum power for tv stations in cities under 50,000 pop. to 100 w for any antenna height. Minimum power now is 1 kw ERP with antenna 300 ft. for stations in cities of this size. Comments due Feb. 25, 1955. Action Dec. 17.

Routine Roundup . . .

December 16 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on December 13

Peoria, Ill., WIRL Television Co.—Granted petition, as modified, for extension of time to and including Dec. 23, within which time replies may be filed to the exceptions to the initial decision in re ch. 8 (Dockets 10541-42).

By Hearing Examiner Elizabeth C. Smith on Dec. 9

By Memorandum Opinion and Order granted petition of the Allegheny Bcstg Corp., McKeesport, Pa., for leave to amend its tv application for ch. 4 (Docket 7287).

By Hearing Examiner Annie Neal Huntting on Dec. 14

Haverhill, Mass., WHAV Bcstg. Co.—Granted request for continuance of prehearing conference from Dec. 15 to Dec. 21, in re applications for am facilities of Theodore Feinstein and Sherwood J. Tarlow, both of Newburyport, Mass. (Dockets 11141-42).

By Hearing Examiner John B. Poindexter on Dec. 13

KGUL-TV Galveston, Tex., Gulf Tv Co.—Granted motion to bar the taking of the depositions of Philip Fraas et al. in Houston on Dec. 27, and the depositions of Ernest Carson et al. in Galveston (Docket 11207) (Action taken 12/14).

By Hearing Examiner James D. Cunningham on Dec. 14

Broadcast Bureau—Granted petition for extention of time from Dec. 16 to Dec. 28 within which both parties may submit proposed findings in re application of WWBZ Vineland, N. J., for renewal of license (Docket 10133).

December 17 Applications

ACCEPTED FOR FILING

License for CP

KYA San Francisco, Calif., KYA Inc.—License to cover CP (BP-9385) as mod. which authorized installation of a new transmitter and change studio location (BL-5547).

Modification of CP

WDUV Jacksonville, Fla., Telerad Inc.—Mod. of CP (BP-9168) which authorized a new standard broadcast station for extension of completion date (BMP-6725).

Modification of License

WEOA Evansville, Ind., WFBM Inc.—Mod. of license to change name of licensee to Consolidated Television & Radio Bcstrs. Inc. (BML-1612).

WFBM Indianapolis, Ind., WFBM Inc.—Mod. of license to change name of licensee to Consolidated Television & Radio Bcstrs. Inc. (BML-1612).

License for CP

WCGC Belmont, N. C., R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. d/b as Central Bcstg. Co.—License to cover CP (BP-8900) as mod. which authorized new standard broadcast station (BL-5548).

WAGR Lumberton, N. C., Southeastern Bcstg. Corp.—License to cover CP (BP-9212) as mod. which authorized new standard broadcast station (BL-5546).

Renewal of License

WOOF Dothan, Ala., Agnes W. Dowling, Trustee of the WOOF Trust—(BR-1975).

WINZ Miami-Hollywood, Fla., Hollywood Bcstg. Co.—(BR-1529).

WTYS Marianna, Fla., John H. Phipps—(BR-1940).

WEAR Pensacola, Fla., Gulfport Bcstg. Co.—(BR-1690).

WTAL Tallahassee, Fla., John H. Phipps—(BR-869).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—(BR-2996).

WPRP Ponce, P. R., Voice of Porto Rico Inc.—(BR-882).

Remote Control

WAUX Waukesha, Wis., Waukesha Bcstg. Co.—(BRC-606).

Application Returned

KVIN Vinita, Okla., John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co.—License to cover CP (BP-9396) as mod. which authorized new standard broadcast station. Exhibit dated after Section I.

Modification of CP

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. of CP (BPCT-857) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-17-55 (BMPCT-2665).

KHJ-TV Los Angeles, Calif., General Teleradio Inc.—Mod. of CP (BPCT-1853) which authorized changes in facilities of existing tv station to extend completion date to March 1955 (BMPCT-2668).

WINT (TV) Waterloo, Ind., Tri-State Television Inc.—Mod. of CP (BPCT-1615) as mod. which authorized a new tv station to extend completion date to 7-7-55 (BMPCT-2669).

WLEX-TV Lexington, Ky., WLEX-TV Inc.—Mod. of CP (BPCT-1815) which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2664).

WFLB-TV Fayetteville, N. C., Fayetteville Bcstrs. Inc.—Mod. of CP (BPCT-1395) which authorized new tv station to extend completion date (BMPCT-2662).

WTPA (TV) Harrisburg, Pa., The Patriot-News Co.—Mod. of CP (BPCT-986) as mod. which authorized new tv station to extend completion date to 5-15-55 (BMPCT-2666).

December 21 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer on Dec. 21

Springfield, Ill., WMAY-TV Inc.—Granted petition for an extension of time to and including Jan. 24 within which exceptions may be filed to initial decision in re ch. 2 (Dockets 10701-03).

By Hearing Examiner Herbert Sharfman on Dec. 15

Miami, Fla., L. B. Wilson Inc.—By Memorandum Opinion and Order granted petition for leave to amend its application for ch. 10 (Docket 10825) and reopen the record to permit inclusion of "Exhibit 40" as evidence, and the record was thereupon closed, subject to request by any party for further hearing on the matters raised by the amendment and Exhibit 40, to be filed in writing within five days of the release hereof.

By Hearing Examiner J. D. Bond on Dec. 16

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Issued a Memorandum Opinion and Order after supplemental hearing conference which shall govern the course of hearing for ch. 7 (Docket Nos. 10655-56).

By Hearing Examiner Elizabeth C. Smith on Dec. 9

Issued a Statement and Order after pre-trial conference which shall govern the course of the proceeding to the extent indicated, in re applications of Allegheny Bcstg. Corp., et al., for ch. 4 at McKeesport, Irwin, etc., Pa. (Dockets 7287 et al.).

By Hearing Examiner Hugh B. Hutchison on Dec. 20

Muleshoe, Tex., Blackwater Valley Bcstrs.; Muleshoe Bcstg. Co.—Gave notice of pre-hearing conference to be held Jan. 4, in re applications for am stations (Dockets 11122-23).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Dec. 17

Granted CP

WCBT Roanoke Rapids, N. C., WCBT Inc.—Granted CP to erect a new antenna (decrease in height) (move antenna approx. 125 ft.) and install new transmitter (BP-9591).

Modification of CP

WFBM-TV Indianapolis, Ind., WFBM Inc.—Granted mod. of CP and license to change corporate name to Consolidated Television & Radio Bcstrs. Inc. (BMPCT-2675, BMLCT-25, BMLTP-9).

The following were granted extensions of completion dates as shown: WLEX-TV Lexington, Ky., to 6-13-55; WTPA (TV) Harrisburg, Pa., to 5-15-55; WFLB-TV Fayetteville, N. C., to 6-13-55; WBRC-TV Birmingham, Ala., to 6-17-55.

Actions of Dec. 16

Remote Control

The following were granted authority to operate transmitters by remote control: WEEU Reading, Pa.; WAUX Waukesha, Wis.

Actions of Dec. 15

Granted Licenses

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—Granted license for am broadcast station; 1150 kc, 1 kw, D (BL-5529).

WHA-FM Madison, Wis., State of Wis. State Radio Council—Granted license to cover CP (BPED-263) which replaced expired permit (BLED-161).

Modification of CP

WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.—Granted mod. of CP to change corporate name to Mt. Mansfield Television Inc. (BMPCT-2655).

KADO Anadarko, Okla., Caddo Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and make changes in antenna system (BMP-6432) (Condition).

The following were granted extensions of completion dates as shown: KGFT Grafton, N. D., to 7-5-55; KOL Seattle, Wash., to 1-17-55; KODL The Dalles, Ore., to 6-30-55.

Actions of Dec. 14

Modification of CP

The following were granted extensions of completion dates as shown: KJEO Fresno, Calif., to 6-8-55; WHLM Bloomsburg, Pa., to 2-14-55.

Actions of Dec. 13

Remote Control

The following were granted authority to operate transmitters by remote control: WWPA Williamsport, Pa.; KBIF Fresno, Calif.

Granted License

WTVJ (TV) Miami, Fla., WTVJ Inc.—Granted license covering change in studio location of tv station and specify street address of transmitter location (not a move) (BLCT-208) (Action of 12/14).

December 21 Applications

ACCEPTED FOR FILING

Modification of CP

WNYC-FM New York, N. Y., City of New York, Municipal Bcstg. System—Mod. of CP (BPH-1944) which authorized changes in licensed station for extension of completion date. (BMPH-4967).

WMVO-FM Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.—License to cover CP (BPH-1877) as mod. which authorized new fm station (BLH-1018).

KCCT-FM Corpus Christi, Tex., International Radio Co.—Mod. of CP (BPH-1932) which authorized new fm station for extension of completion date (BMPH-4969).

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod. which authorized new tv station to extend completion date to 3-15-55 (BMPCT-2672).

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of CP (BPCT-807) as mod. which authorized changes in facilities of existing tv station to change corporate name to Consolidated Television & Radio Bcstrs. Inc. (BMPCT-2675).

WSFA-TV Montgomery, Ala., Montgomery Bcstg. Co.—Mod. of CP (BPCT-670) as mod. which auth. new tv station for extension completion date 6-15-55 (BMPCT-2682).

WTWO (TV) Bangor, Me., Murray Carpenter and Associates.—Mod. of CP (BPCT-1797) as mod. which auth. new tv station for extension completion date 7-5-55 (BMPCT-2685).

KGVO-TV Missoula, Mont., Mosby's Inc.—Construction permit to replace expired CP (BPCT-829) as mod. which authorized new tv station (BMPCT-1932).

KVSO-TV Ardmore, Okla., John F. Easley—Mod. of CP (BPCT-1821) which auth. new tv station for extension completion date to 7-12-55 (BMPCT-2683).

WAZL-TV Hazelton, Pa., Hazelton Television Corp.—Mod. of CP (BPCT-481) as mod. which auth. new tv station extension completion date (BMPCT-2684).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod. which auth. changes in facilities of existing tv station to install new Antenna system. Ant. Ht. above aver. terrain 376 ft. (BMPCT-2686).

WNPT Tuscaloosa, Ala., The West Alabama Bcstg Co.—Mod. of CP (BP-8785) which author-

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ized change in hours of operation; installation of DA-N and changes in the antenna system for extension of completion date (BMP-6727).

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod. which authorized new tv station to extend completion date to 7-5-55 (BMPCT-2671).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Mod. of CP (BPCT-1551) as mod. which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2674).

KPLC-TV Lake Charles, La., T. B. Lanford, L. M. Sepaugh, R. M. Dean and Viola Lipe Dean Trust through its Trustees d/b as Calcasieu Bcstg. Co.—Mod. of CP (BPCT-874) as mod. which authorized new tv station to extend completion date to 7-12-55 (BMPCT-2677).

WJRT (TV) Flint, Mich., WJR The Goodwill Station Inc.—Mod. of CP (BPCT-967) which authorized new tv station to extend completion date to 7-12-55 (BMPCT-2678).

WNYC-TV New York, N. Y., City of New York, Municipal Bcstg. System—Mod. of CP (BPCT-899) which authorized new tv station for operation on a noncommercial basis to extend completion date to June, 1955 (BMPCT-2676).

WHBQ-TV Memphis, Tenn., General Teleradio Inc.—Mod. of CP (BPCT-563) as mod. which authorized new tv station to extend completion date to 2-28-55 (BMPCT-2673).

WSAU-TV Wausau, Wis., Wisconsin Valley Television Corp.—Mod. of CP (BPCT-1379) which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2679).

Modification of License

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of license to change corporate name to Consolidated Television & Radio Bcstg. Co. (BMLCT-25).

Remote Control

WCDL Carbondale, Pa., Carbondale Bcstg. Co.—(BRC-608).

KFIZ Fon du Lac, Wis., KFIZ Bcstg. Co.—(BRC-607).

WIMA-FM Lima, Ohio, Northwestern Ohio Bcstg. Corp.—(BRCH-121).

WTOK Meridian, Miss., Southern Television Corp.—(BRC-609).

WCLG Morgantown, W. Va., Morgantown Bcstg. Co.—(BRC-610).

Applications Returned

WIAC Santurce, Puerto Rico, Radio Station WIBS, Inc.—Renewal of license (name incorrect) (BR-1860).

Cleveland, Tennessee, R. B. Helms, Carl J. Hoskins and Jack T. Helms d/b as Southeastern Enterprises—CP for a new standard broadcast station on 580 kc, with power of 500 w, daytime hours of operation. (Exact site not given.)

Renewal of License

WRUF-FM Gainesville, Fla., U. of Fla.—(BRH-442).

License for CP

WNAS (FM) New Albany, Ind., School City of New Albany—License to cover CP. (BPED-264) which replaced expired permit which authorized changes in licensed station (BLED-162).

WPRK (FM) Winter Park, Fla., Rollins College—License to cover construction permit (BPED-254) which authorized changes in licensed station. (BLED-163).

WCRB Waltham, Mass., Charles River Bcstg. Co.—License to cover CP (BP-8885) which authorized change in hours of operation from daytime to unlimited, using power of 1 kw, installation of directional antenna (DA-2) and change studio location (BL-5550).

WGTC Greenville, N. C., Carolina Bcstg. System Inc.—Renewal of license. Amended to change name to Greenville Radio Co. Inc. (BR-1065).

TELESTATUS

December 27, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 303,680
► WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) NBC; Walker; 22,250

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Total stations on air in U. S. and possessions: 419; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,670,911.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Starter

The following tv station is the newest to start regular programming:
WQXI-TV Atlanta (ch. 36), Dec. 18.

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 106,800
► KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) Branham; 11/4/54-Unknown
► KATV (7) (See Pine Bluff)

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

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(correct to October 1, 1954)

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FOR THE RECORD

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 84,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,033,430
► KPIX (5) CBS; Katz; 1,033,430
► KRON-TV (4) NBC; Free & Peters; 1,033,430
► KSAN-TV (32) McGillvra; 136,250

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, DuM; Grant; 78,148.

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 340,763
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 295,300
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36)
► WSB-TV (2) NBC; Petry; 475,221

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 135,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

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IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► **KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800**

Idaho Falls—
► **KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450**

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► **WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274**

Bloomington—
► **WBLN (15) McGillvra; 113,242**

Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12) 11/4/53-Unknown

Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800**
► **WBKB (7) ABC; Blair; 2,074,000**
► **WGN-TV (9) DuM; Hollingbery; 2,050,000**
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 2,043,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**

Decatur—
► **WTVP (17) ABC, DuM; Bolling; 140,000**

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► **WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837**
► **WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000**
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900**
► **KHQA-TV (7) See Hannibal, Mo.**

Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 219,257**
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 85,000**
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 204,103**

Evansville†—
► **WFIE (62) ABC, NBC, DuM; Venard; 78,446**
► **WEHT (50) See Henderson, Ky.**
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► **WKJG-TV (33) NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► **WFBM-TV (6) ABC, CBS; Katz; 665,000**
► **WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000**
► **WTTV (4) See Bloomington**

Lafayette†—
► **WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250**

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500**

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► **WSBT-TV (34) CBS, DuM; Raymer; 205,321**

Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**

Waterloo (Fort Wayne)—
► **WINT (15) ABC, CBS; H-R; 117,028**

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**

Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**

Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 295,156**

Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► **KQTV (21) ABC; Pearson, 42,100**

Mason City—
► **KGLO-TV (3) CBS, DuM; Weed; 112,572**

Sioux City—
KCTV (36) 10/30/52-Unknown
► **KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450**
► **KVTV (9) ABC, CBS, DuM; Katz; 125,788**

Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763**

KANSAS

Great Bend†—
► **KCKT (2) Bolling**

Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 151,726**

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► **KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116**

Topeka—
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142**

Wichita—
► **KAKE-TV (10) ABC; Hollingbery**
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► **WEHT (50) CBS; Meeker; 65,389**

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755**
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► **KALB-TV (5) Weed**

Baton Rouge—
► **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► **KPLC-TV (7) NBC; Weed; 55,935**
► **KTAG (25) CBS, ABC, DuM; Young; 30,000**

Monroe—
KFAZ (43) See footnote (c)
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500**

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587**
► **WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992**

Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800**
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104**
► **WTWO (2) Venard**

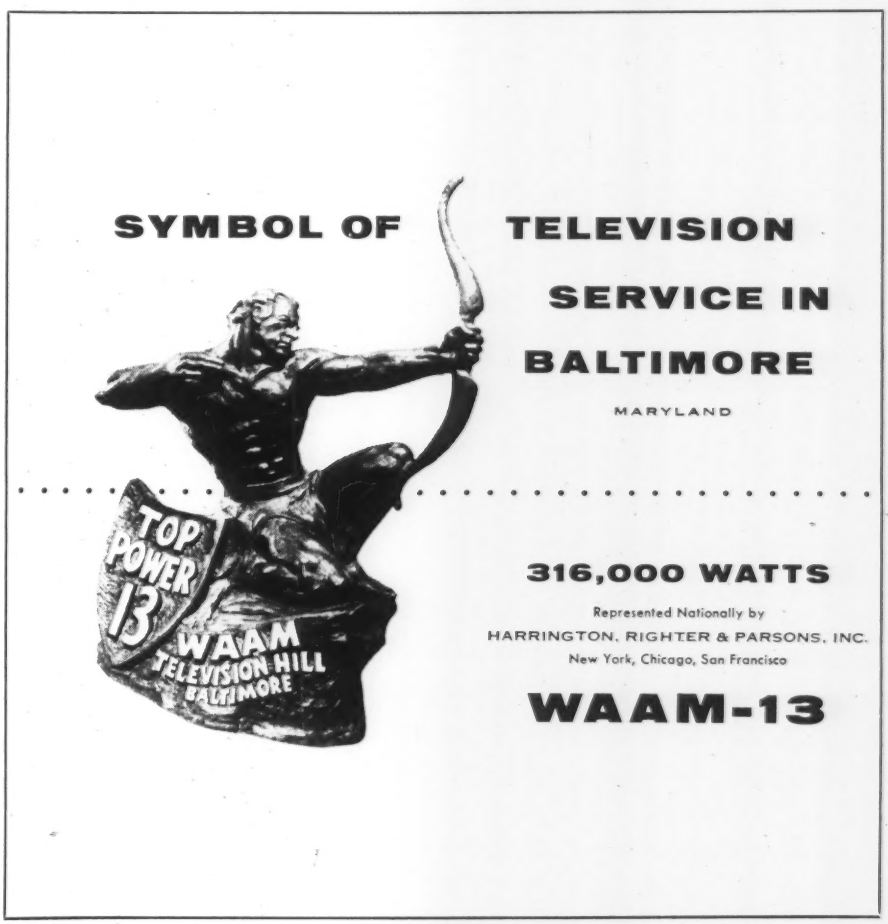
Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 21,707**

Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933**

Portland—
► **WCSH-TV (6) NBC; Weed; 141,504**
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
► **WPMT (53) DuM; Everett-McKinney; 50,100**

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174**
► **WBAL-TV (11) NBC; Petry; 575,174**
WITH-TV (72) Forjoe; 12/18/52-Unknown
► **WMAR-TV (2) CBS; Katz; 575,174**
WTLF (18) 12/9/53-Unknown



Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Unknown
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 453,693
► KMBC-TV (9) CBS; Free & Peters; 453,693
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 453,693

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,980

Chapel Hill†—
WUNC-TV (*4) 9/30/53-1/4/54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 88,660

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
► WBNS-TV (10) CBS; Blair; 425,537
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 330,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/53-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,103
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000

Klamath Falls†—
KFJI-TV (2) 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 822,363

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 2,002,515
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 195,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC; H-R; 138,500

BULLSEYE in the Detroit area
—for greater coverage!
—for greater response!
CKLW-TV
channel
9
325,000
WATTS
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!
CKLW
radio
800 kc
50,000
WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
Guardian Bldg., Detroit
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
Adam Young Television Corporation National Rep.
J. E. Campeau President

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) NBC; Free & Peters; 133,542 133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 63,107
► KGNC-TV (4) NBC, DuM; Katz; 63,107
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Feb. '55.

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair; 378,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX-TV (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Blair; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 152,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653

Pasco†—
KEPR-TV (19) 11/3/54-Unknown

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 398,400
► KTNT-TV (11) CBS, DuM; Weed; 398,400

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-12/25/54 (granted STA Dec. 9)

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Population in El Paso Area Jumps 16% Since 1950*

Talk about booming markets, look at the El Paso Southwest (the nation's largest trade area.) With a 16% population increase since 1950*, El Paso County ranks 5th in Texas in retail sales . . . When you tell your story on KROD-TV, you get real coverage of this prosperous, growing market. And, with the backing of KROD-TV's effective promotion, you get real impact at consumer, retailer and wholesaler levels . . . Let a Branham man give you the KROD-TV story!

*Consumer Markets, 1954.

Affiliated with KROD - 600 Kc — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by
The BRANHAM Co.

KROD-TV • channel 4
EL PASO, TEXAS
CBS, ABC & DuMONT TV NETWORKS

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 735,023
► WTVW (12) ABC, DuM; Petry

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Feltis; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

DECEMBER

Dec. 31: Deadline, return post-freeze tv station questionnaires to FCC, Washington, D. C.

Dec. 31: Deadline, Alfred I. duPont Foundation Awards, Wash. & Lee U., Lexington, Va.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 3-14: International Home Furnishings Market, Merchandise Mart, Chicago.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

Jan. 10: Deadline. Entries. George F. Peabody Awards, U. of Georgia, Athens.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.

Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.

Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 24: RAB Clinic, Chattanooga, Tenn.

Jan. 25: RAB Clinic, Nashville, Tenn.

Jan. 25: NARTB Radio, Tv Boards meet; General Convention Committee meeting, Hollywood Beach, Fla.

Jan. 26: RAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: RAB Clinic, Charlotte, N. C.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

Jan. 28: RAB Clinic, Raleigh, N. C.

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.

Feb. 7: RAB Clinic, Phoenix, Ariz.

Feb. 8: RAB Clinic, Los Angeles.

Feb. 9: RAB Clinic, Fresno, Calif.

Feb. 10: RAB Clinic, San Francisco.

Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: RAB Clinic, Sacramento, Calif.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

Feb. 13-19: National Advertising Week.

Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 21: RAB Clinic, Washington, D. C.

Feb. 23: RAB Clinic, Richmond, Va.

Feb. 24: RAB Clinic, Roanoke, Va.

Feb. 25: RAB Clinic, Baltimore, Md.

(RAB Clinics are scheduled through Nov. 18.)

MARCH

Mar. 12: Tenth Annual Michigan State College Radio and Television Conference (one day; for educators), East Lansing, Mich.

Mar. 12: First Annual Michigan State College High School Radio and Television Day, East Lansing, Mich.

Mar. 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

MAY

May 5-8: American Women in Radio and Television Annual Convention, Drake Hotel, Chicago.

May 22: NARTB Convention, Washington, D. C.

May 22: Radio Pioneers Banquet, Washington, D. C.

JULY

July 11-31: Institute in Live and Filmed Tv, U. of Miami, Coral Gables, Fla.

Rated #1

COMMUNITY CROSSROADS

LUBBOCK, TEXAS

Here's a hot little show—rated as top multi-weekly live in the Lubbock area. It's open for participation Monday through Friday, 6 to 6:30 P.M. Genial M. C., Johnny Williams conducts the folksy panel dedicated to community activities and local entertainment.

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR. W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Sabotage

MORE than a week had passed, at the time this was written, since striking members of the National Assn. of Broadcast Employes and Technicians sabotaged equipment at KPIX (TV) San Francisco.

In that time there had appeared no evidence that NABET intended to do anything but support the inexcusable actions of 44 irresponsibles. On that record, NABET now presents itself as a union which means to do its bargaining by violence and sabotage.

Today's broadcasting is not yesterday's coal mines or the Haymarket of 1886. It is a business which demands of its employes a high degree of skill, intelligence and judgment. Of these ingredients, only skill—and that corrupted—was demonstrated by the NABET strikers who shorted circuits, knocked out sync generators, replaced good tubes with bad ones and so mutilated equipment that KPIX could not resume regular programming for two days.

Broadcasters who have NABET crews on their own premises can hardly be expected to ignore the willful actions of NABET members in San Francisco. They have every right to fear that the same sort of mischief could be visited on them next time the union happens to become displeased with a contract.

What is more, suspicions are bound to be aroused against other unions, no matter how peaceable they may have been in the past. All unions are bound to suffer as a consequence of NABET's rash behavior in San Francisco.

If the NABET members who threw KPIX off the air are allowed to get away with what is certainly an immoral and illegal act, what is to prevent others from taking like action elsewhere?

It is to that question that management must now direct itself. Whatever legal and physical precautions can be taken should be taken. If sabotage is to be encouraged by unions, broadcasters have no choice but to place the protection of their valuable property and the assurance of continued service to the public above all other considerations.

1955: Lumps, Bumps & Business

BROADCASTING is becoming big business. It will be bigger in 1955. Because of bigness there are more brickbats than bouquets being thrown—legislatively, business-wise and otherwise.

It wasn't that way before television, though radio took plenty of lumps in its evolution. Except for the networks and a few manufacturers, the business of radio broadcasting was in the hands of small entities, in the "small business" category. It didn't take much capital to get into radio, and the prudent operator could make a tidy return on investment. Most financing was internal.

In television, the story has been different. Much outside financing has been required. Costs are higher (by a ratio of perhaps five to one). Tv had to start practically full-blown. The larger entities had to lead the way. The competition for preferred facilities has been stiffer.

At the yearend it's traditional to take a look ahead. The overall economic picture, we're told by the experts, is bright. All advertising for 1955 should rise from $8.3 billion to $8.7 billion. Radio and television should get their equitable shares, but not by just sitting there.

Many wonders are destined to emerge from the laboratories. Color tv should get rolling, despite what appears to be desultory interest on the part of the public and advertisers too. Maybe that magnetic tv tape recorder in color as well as black-and-white will become commercially available. And certainly subscription television will be heard from, at least to the extent of comments and possibly that "day in court" before the FCC.

What about radio? The network picture is no brighter. Yet everybody says radio—network radio—is here to stay and will adjust itself to changed economic conditions.

Nationally, it would appear that radio has suffered because it has become the poor relative living under the same roof with its more affluent tv cousin. Locally, radio continues to do pretty well, because in most cases it is sold and programmed separately. Because those tv chips are bigger; because it's easier to make a tv sale and make more money on it, the emphasis has been on tv when both are sold from the same shop. Business prudence dictates full divorcement of radio and tv in selling and creative programming.

On the Washington front, the forecast is for inclement weather with storms of hurricane force on Capitol Hill, probably starting next month and to run until the 1956 political conventions. The question no longer is whether there will be an investigation, but whether there will be two or more running simultaneously, and covering substantially the same ground.

Because tv has become of almost inestimable public importance, it has attracted the politicians' interest. Similarly the blue-nosers and the reformers are swarming like the termites they are. Influence peddlers, too, are beginning to appear, taking advantage of a "split administration," and flocking, as always, to "big business" when it appears to be navigating in troubled waters.

In summary: 1955 won't show up badly for the overall business of broadcasting. There will be more dollars spent on the media, with television outstripping radio in total dollars. It would appear the only way network radio can go is up—perhaps some of it under new auspices. Local and spot should lose no ground.

It is the regulatory and legislative picture that's most alarming. In spite of being plagued by the reformers and plundered by some politicians, we'll predict that the broadcast media will wind up 1955 as first in the hearts of their countrymen.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"They're reading the audience survey ratings on the same show, but by different companies!"

The Warp and Woof of ARF

THE SLIM volume issued last week by the Advertising Research Foundation titled "Recommended Standards for Radio and Television Program Audience Size Measurements" is a splendid Christmas gift to all ARF subscribers.

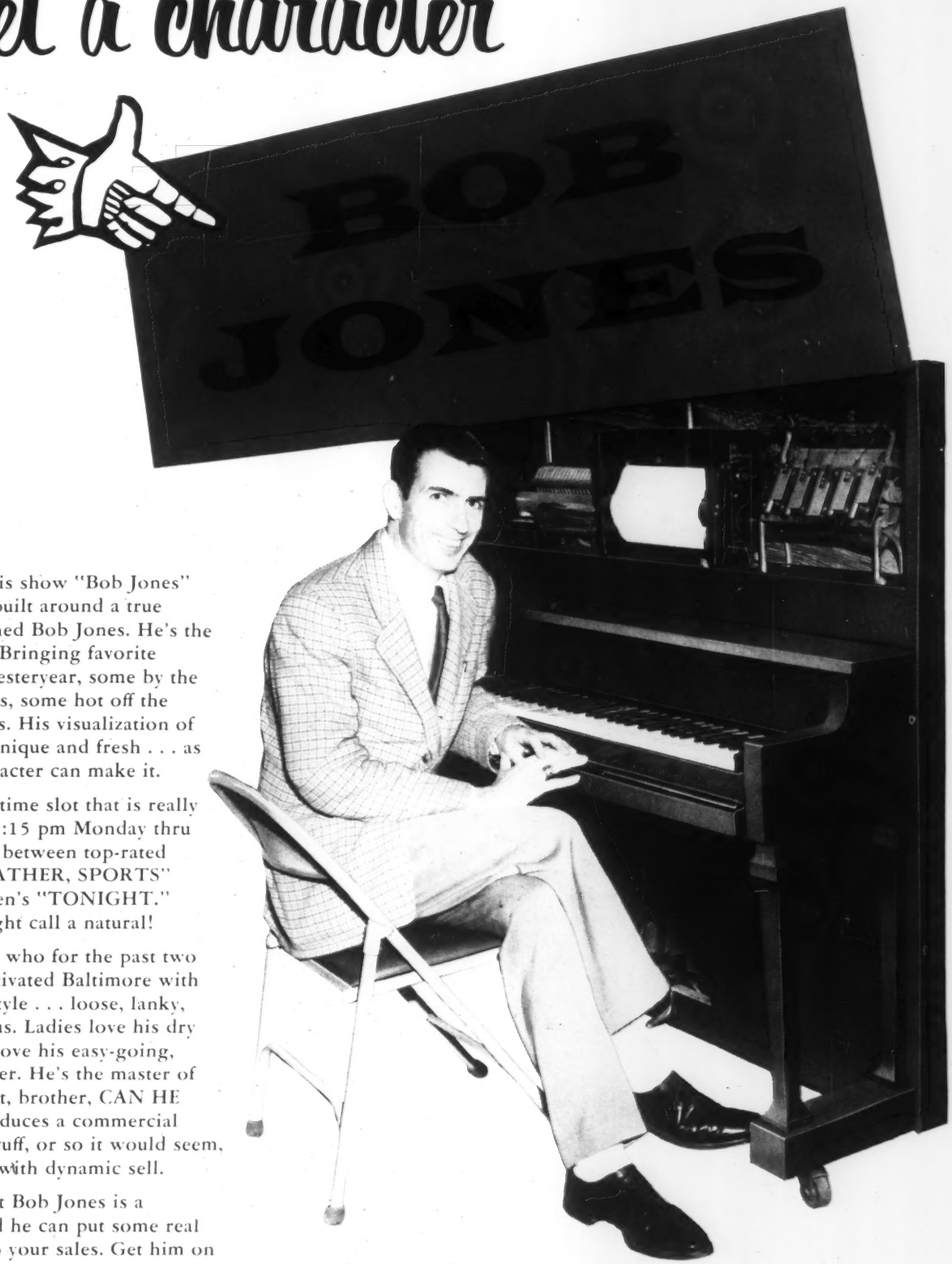
The book does two things never before attempted: First, it establishes standards for ratings; second, it shows how well each known method, if used to its maximum potential, measures up to those standards.

What the report does *not* do—and the ARF subcommittee members who developed and wrote it stress this point as emphatically as they can—is to evaluate, or even discuss, the achievements of the existing commercial rating services.

Possibly—even probably—no buyer or seller of broadcast time will agree 100% with the committee's recommendations. Certainly, none of the rating service executives whose comments take up a large part of the book expresses anything like full agreement. Many of their comments, in fact, vigorously disagree with the committee's conclusions.

But there can be no disagreement with the fact that someone had to propose standards as the first step toward a badly needed clarification of the whole ratings picture. The standards advanced by ARF are not sacred; they should be widely discussed and they can be changed if the informed consensus is that change is needed. What's important is that there are now standards to discuss.

Meet a character



We call this show "Bob Jones" because it is built around a true character named Bob Jones. He's the major domo. Bringing favorite melodies of yesteryear, some by the original artists, some hot off the record-presses. His visualization of the music is unique and fresh . . . as only this character can make it.

And he has a time slot that is really perfect . . . 11:15 pm Monday thru Thursday . . . between top-rated "NEWS, WEATHER, SPORTS" and Steve Allen's "TONIGHT." What you might call a natural!

Meet the man who for the past two years has captivated Baltimore with his original style . . . loose, lanky, and loquacious. Ladies love his dry humor. Men love his easy-going, relaxed manner. He's the master of underplay, but, brother, CAN HE SELL! He produces a commercial right off-the-cuff, or so it would seem, that's loaded with dynamic sell.

Yes, we admit Bob Jones is a character, and he can put some real character into your sales. Get him on your team with either spot announcements or full sponsorship.

WBAL·TV

NBC Affiliate in Baltimore
Represented by Edward Petry & Co.

WBRE RADIO

WILKES-BARRE, PENNA.

30 YEARS

Doing one thing consistently well

•

OUTSTANDING SELLING PERFORMANCE

•

NBC